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Uché initiated the creation of Club e-Luxe, the executive club for luxury e-Business professionals as a convergence point for luxury e-business professionals to obtain access to latest strategies, knowledge, tools, systems, applications and approaches required to optimize luxury online.

Luxury Online: Styles, Systems, Strategies: Okonkwo, Uché ...

Luxury Online: Styles, Systems, Strategies 1st ed. 2010 Edition by Uché Okonkwo (Author) 4.1 out of 5 stars 9 ratings. ISBN-13: 978-1349364176. ISBN-10: 1349364177. Why is ISBN important? ISBN. This bar-code number lets you verify that you're getting exactly the right version or edition of a book. The 13-digit and 10-digit formats both work.

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Luxury online : styles, systems, strategies Okonkwo, Uché. 2010, Book , xxiv, 360 pages : 1 copy 2681521 Reference only - not holdable. Summary/Review: This title focuses on the analysis of the online strategy and development of the luxury industry, tracing the evolution of the ...

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3 Luxury is a specific strategy, not to be confused with a premium or fashion strategy, even if consumers sometimes lump the different kinds of companies together (Kapferer and Bastien, 2012).

(PDF) The Luxury Strategy: Break the Rules of Marketing to ...

Luxury products are ones that are made to last for a considerably longer time and carry the image of exclusivity for which a premium is charged by luxury brands (Kapferer & Bastien, 2012). Luxury products have been used to create social distinctions in society and draw hierarchies.

Impact of Social Media on Brand Perception | Fashion Industry

Luxury retailers benefit from their buying power by leveraging machine learning to offer them a customized online experience. Customer support is an integral part of the customer experience.

Relationship Goals: Luxury Retail And Technology Make A ...

The end-goal of every good product or service is to meet a need but that need may not necessarily be physical. Luxury brands are most sought after for emotional satisfaction. They pander to the consum

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