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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: 2012 09 Pages: 180 Language: Chinese Publisher: Foreign Economic and Trade University Press. China has become the world's largest luxury goods consumer market. Zhu Mingxia institutions of higher learning the luxury management professional planning materials: Luxury Marketing key macro operating environment of the Chinese luxury goods market. the Chinese luxury goods market characteristics (differences with the West). the Chinese luxury goods consumption patterns and consumer Behavior. a comparative analysis of China. Japan and South Korea of ??luxury goods consumption characteristics. Institutions of higher education the luxury management professional planning materials: luxury marketing Chinese luxury goods market product strategy. pricing strategy. promotion strategy. channels established decision-making and brand protection strategy made a more detailed study. Institutions of higher education the luxury management professional planning materials: Luxury Marketing is equipped with the latest case. and each chapter of the key issues that need to be thinking about. for those interested in luxury goods management. especially in the luxury goods marketing personnel will be very helpful. Contents: Chapter 1 luxury Marketing Overview Section 1 luxury industry Development Review Section II luxury Marketing Overview Section 3 luxury Marketing Features Section IV Case Study: brand flagship store of art and technology. a feast for the senses in this chapter the thinking questions Chapter II luxury target market selection strategy first market segmentation macro marketing environment analysis Section II target market selection and positioning strategy for the third quarter luxury market to think of this chapter title Chapter luxury market consumer behavior Section II of the Festival luxury consumer market and consumer groups Consumer groups psychological analysis of the third quarter luxury consumers purchase decision of the fourth quarter Case Study: Chinese...



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