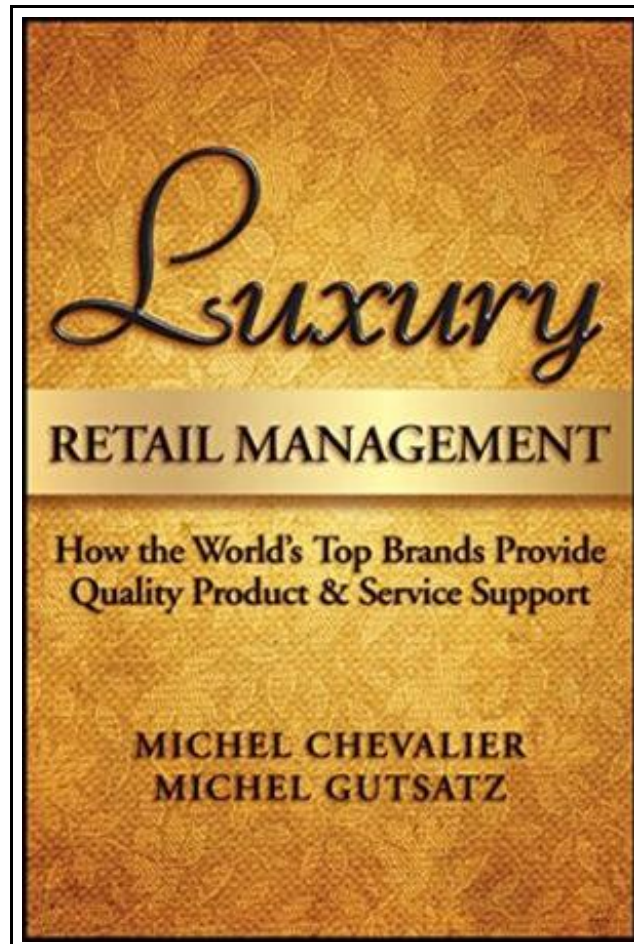# Luxury Retail Management: How the World's Top Brands Provide Quality Product & Service Support

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LUXURY RETAIL MANAGEMENT: HOW THE WORLD'S TOP BRANDS PROVIDE QUALITY PRODUCT & SERVICE SUPPORT

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John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Luxury Retail Management: How the World's Top Brands Provide Quality Product & Service Support, Michel Chevalier, Michel Gutsatz, Noted experts offer invaluable insights into the glamorous world of luxury retail Luxury Retail Management is your gold-plated ticket to the glamorous world of luxury retail. Defining all the tools that are necessary to manage luxury stores, from the analysis of location and design concept, to the selection, training, and motivation of the staff, the book covers everything you need to know to enter, expand, understand, and succeed in the world of luxury retail.Reaching the luxury customer is no longer the domain of the exclusive salon-the global luxury market boom and the phenomenal growth of luxury stores now views the retail sector as key to driving brand profitability. In dealing with this rapid change, luxury brands have experienced a steep learning curve and accumulated bags of retail expertise. And while some of the luxury retail rules and models in this book are exclusive to the luxury market, many have lessons for the whole retail sector. Examines the essential aspects of luxury customer relationship management, personal sales, and the customer experience Delves into the sophisticated business models that luxury brands have developed based on a mix of directly-operated-stores and wholesale Covers the management essentials-distribution, location, design, merchandising, pricing, brand promotion, and the management agenda for success Written by respected experts Michel Chevalier and Michel Gutsatz, who lend their solid academic credentials and professional expertise to the subject, Luxury Retail Management asks and answers the questions that retail professionals need to understand in order to thrive in the luxury market.

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