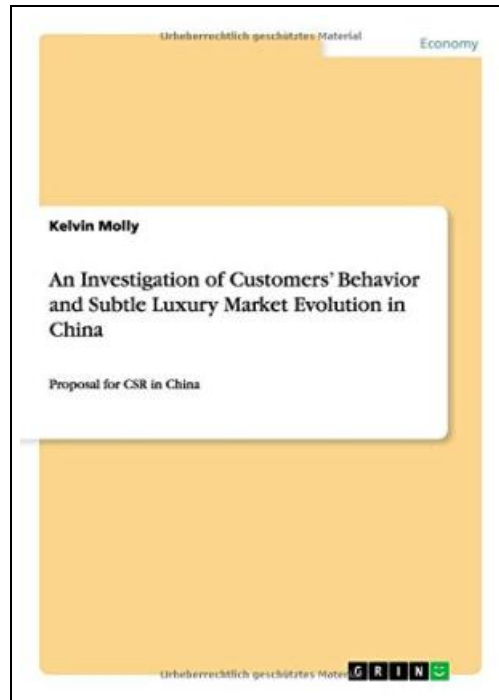


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AN INVESTIGATION OF CUSTOMERS BEHAVIOR AND SUBTLE LUXURY MARKET EVOLUTION IN CHINA



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GRIN Verlag GmbH. Paperback. Condition: New. 20 pages. Dimensions: 10.0in. x 7.0in. x 0.1in. Document from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, , language: English, abstract: The luxury brand industry in China is still growing despite the global recession. It is hard to imagine that exclusive labels were once the preserve of the European aristocracy, that a mere few decades ago these beautifully crafted pieces of clothing and accessories were perfectly for the pleasure and adornment of an oriental developing country. This report will be examining the behavior of upper middle class and subtle luxury market evolution in China with a range of finding presented. As consumers react to wider choice, faster-changing fashion, luxury brand must adjust its strategies in order to gain insights into how to be competitive in the new Chinese market. The part begins with an interview result which indicates key strategy and business opportunity in long term. This is followed by three objectives and discussion of the particular emphasis to support the aim. It also presents the methodology and an elaborate secondary research, which included relevant CSR study and an analysis of Guccis inhumane working condition within China market. Recommendation is able to performance finally with consideration. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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