

Global Marketing Strategies for the Promotion of Luxury Goods

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

Fabrizio Mosca (University of Turin, Italy) and Rosalia Gallo (Universitat Autònoma de Barcelona, Spain)

Description:

Vast markets for high-symbolic-value goods serve as an expansive worldwide arena where luxury brands and products compete for consumer attention. As global luxury markets have grown and continue to grow, uncovering successful methods for maintaining brand image and consumer desire is critical to the success of high-end brands.

Global Marketing Strategies for the Promotion of Luxury Goods explores the latest promotional trends, business models, and challenges within the luxury goods market. Focuses on strategies for achieving competitive advantage, new market development, as well as the role of the media in luxury brand building.

Readers:

This timely reference publication is designed for use by business professionals, researchers, and graduate-level students.

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Topics Covered:

- Consumer Behavior
- Content Marketing
- Digital Marketing
- Distribution Channels
- Fashion Industry
- Integrated Marketing Communications
- Luxury Brands
- Macromarketing

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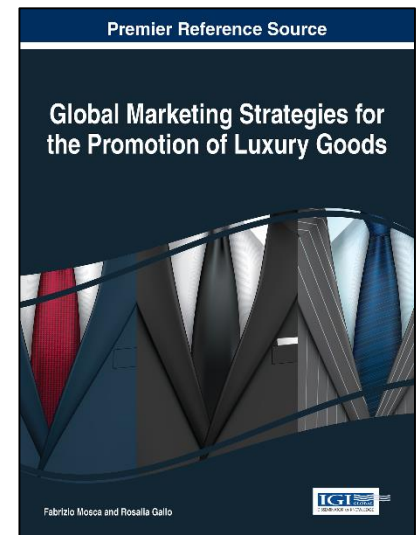


Table of Contents

Foreword

Preface

Acknowledgment

Section 1:

New Trends in Consumer Behavior in Luxury Markets

Section description

Chapter 1

Global Consumer Behaviour in Luxury Goods Markets
Yuping Li, RMIT University of Melbourne, Australia

Chapter 2

Consumer Behaviors and Contemporary Attitudes in Luxury Markets
Gemma García Ferrer, Universidad Rey Juan Carlos, Spain

Chapter 3

Consumer Behavior Regarding Luxury Perfumes: Key Elements for Marketing Strategy Design
Mónica Díaz-Bustamante, Complutense University of Madrid, Spain
Sonia Carvelén, Complutense University of Madrid, Spain

Chapter 4

Analyzing Countries for Their Luxury Potentials:
A Macromarketing Approach
Taşkın Dirsehan, Marmara University, Turkey

Section 2:

Integrated Marketing Communication and New Social Systems in the Luxury Markets

Section description

Chapter 5

Managing integrated brand communication strategies in the online era: New marketing frontiers for luxury goods
Fabrizio Mosca, University of Turin, Italy
Cecilia Casalegno, University of Turin, Italy

Chapter 6

Conceptualizing and measuring content marketing in luxury firms. An exploratory analysis
Elisa Rancati, University of Milan-Bicocca, Italy
Niccolo Gordini, University of Milan-Bicocca, Italy
Alexandru Căpatina, University of Galati, Romania

Chapter 7

The relative importance of the different relationship platforms (physical and virtual) in the consumer experience of luxury brands: How has it changed from the company perspective
Paola Peretti, IULM, Italy
Mohanbir Sawhney, Kellogg School of Management, USA

Chapter 8

Strategies for Luxury fashion brands' targeting the young audience: How to link celebrity endorsements and brand extensions with social media?
Mrs. Carme - Moreno-Gavara, Open University of Catalunya, Spain
Ana Isabel Jimenez-Zarco, Open University of Catalonia, Spain

Chapter 9

A study of the impact of social networking communities on the consumption of beauty luxury products
Lynsey E Macdonald, Glasgow Caledonian University, United Kingdom
Irene García Medina, Glasgow Caledonian University, United Kingdom
Zahaira F González Romo, Universitat de Vic, Universitat Central de Catalunya, Spain

Section 3:

Old and New Trends in Distribution Strategies for Luxury Players

Section description

Chapter 10

Old and New Distribution Channels in the Luxury Sector
Fabrizio Mosca, University of Turin, Italy
Elisa Giacosa, University of Turin, Italy

Chapter 11

The Relationship Between Fast Fashion and Luxury Brands
An Exploratory Study in the UK Market
Cesare Amatulli, LUISS Guido Carli University, Roma, Italy
Antonio Mileti, University of Salento, Italy
Vincenzo Speciale, LUISS Guido Carli University, Roma, Italy
Gianluigi Guido, University of Salento, Italy

Chapter 12

The role of the founder's DNA thought crisis:
The revitalization of Moncler
Piergiorgio Re, University of Turin, Italy
Chiara Giachino, University of Turin, Italy
Bernardo Bertoldi, University of Turin, Italy
Marta Minopoli, Esch Europe, Italy

Compilation of References

About the Contributors

Index

Fabrizio Mosca is Bachelor of Business Management (University of Torino, Italy), MBA (University of Torino, Italy) and took a Ph.D. in Economics and Business Administration at Luigi Bocconi University, Milano, Italy. Fabrizio Mosca Gallo has written several articles and books on Strategic Luxury Management and Luxury Marketing. This topic is the main field of his research. Fabrizio Mosca is, presently, a professor at the Business Management Department of University of Torino, where he teaches Marketing, Marketing Advanced and Strategic Management. He is also involved in many different postgraduate and International Master programs, in the Luxury Master of Il Sole24Ore and in the doctoral program. He is also part of the Scuola di Amministrazione Aziendale, the Turin Business School of Management.