

# Building Consumer-Brand Relationship in Luxury Brand Management

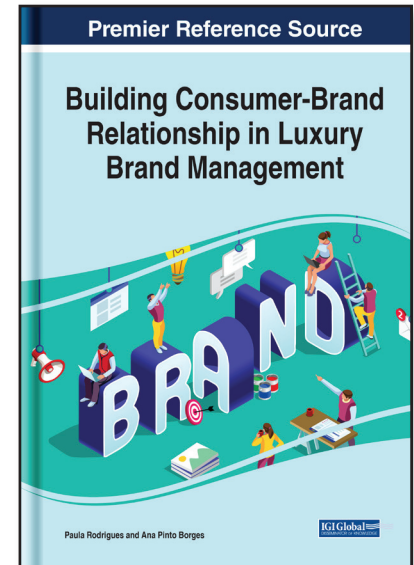
Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

Paula Rodrigues (Lusiada University - North, Portugal) and Ana Pinto Borges (ISAG - European Business School and Research Unit of ISAG (NIDISAG), Portugal)

## Description:

Luxury is no longer a privilege of the high-net-worth individuals. It is now accessible to all. This has become possible because the essence of luxury has changed: from something based upon materialism and conspicuous and hedonic consumption to one that embraces enrichment and experiences for the consumers. This evolution creates challenges for luxury brands and for the managers of luxury brands.

**Building Consumer-Brand Relationship in Luxury Brand Management** is a collection of innovative research that focuses on the conception and marketing of luxury as an experience and explores more integrative and comprehensive approaches to modeling and understanding the consumer-brand relationship with luxury brands and their sustainability in a global and multicultural world. Highlighting a broad range of topics including digital marketing, consumer demand, and social responsibility, this book is ideally designed for marketers, brand managers, consumer analysts, advertisers, entrepreneurs, executives, researchers, academicians, and students.



**ISBN:** 9781799843696

**Pages:** 300

**Copyright:** 2020

**Release Date:** June, 2020

**Hardcover:** \$225.00

**Softcover:** \$170.00

**E-Book:** \$225.00

**Hardcover + E-Book:** \$270.00

## Topics Covered:

Celebrity Endorsement  
Consumer Demand  
Counterfeit Relationships  
Cross-Cultural Markets  
Digital Marketing  
Feminization of Luxury  
Innovation

Luxury Capitals  
Marketing  
Relationship Management  
Social Media  
Sustainability Marketing  
Technological Personalization

**Subject:** Business and Management

**Classification:** Edited Reference

**Readership Level:** Advanced-Academic Level  
(Research Recommended)

**Research Suitable for:** Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

### Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: [www.igi-global.com](http://www.igi-global.com)

Mailing Address: 701 East Chocolate Avenue, Hershey, PA 17033, USA