

# Cross-Cultural Perspectives on Luxury Marketing

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

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## Description:

As luxury brands become commonplace, businesses must incorporate more sustainable practices to handle the brands continuous growth. To achieve short-term financial goals, luxury brands employ mass marketing techniques that result in the creation of "masstige" (mass prestige) brands. Sustainable luxury marketing through a cross-cultural perspective requires tailored marketing strategies for luxury brands that emphasize the exclusivity and high quality of their products while integrating eco-friendly practices. Such marketing plans may also resonate with diverse cultural values across business sectors.]

**Cross-Cultural Perspectives on Luxury Marketing** explores ongoing trends in sustainable luxury marketing using cross-cultural viewpoints. It examines the usage of immersive technologies by luxury brands and their impact on consumer relationships. This book covers topics such as consumer behavior, luxury fashion, and data analysis, and is a useful resource for consultants, policymakers, economists, business owners, sociologists, academicians, scientists, and researchers.

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**Hardcover:** \$325 **Softcover:** \$170 **E-Book:** \$325 **Hardcover + E-Book:** \$270

## Topics Covered:

Affluent Market	Digital Technology
Consumer Behavior	Luxury Branding
Cosmetic Products	Luxury Fashion
Cultural Marketing	Luxury Marketing
Culture and Population Studies	Sustainable Development
Data Analysis	

**Subject:** Business and Management  
**Readership Level:** Advanced-Academic Level (Research Recommended)

**Classification:** Edited Reference  
**Research Suitable For:** Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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