



# Luxury Essentials: Essential Insights and Strategies to Manage Luxury Products

*Dr. Daniel A. Langer, Dr. Oliver P. Heil (Ph.D)*

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**Luxury Essentials: Essential Insights and Strategies to Manage Luxury Products** Dr. Daniel A. Langer, Dr. Oliver P. Heil (Ph.D)

This book provides truly new insights into the seemingly elusive concept of luxury and it does so using a compact and convenient format. **More precisely, it condenses the authors' groundbreaking book on Luxury: Marketing & Management - which has become a standard textbook on luxury and is used in Universities around the world - into easy to digest pieces of knowledge, yet maintains the essence of the full-fledged original.** Thus, the Essentials provide the best format for people on the go yet provide a comprehensive entry into this fascinating world of luxury with its most unique products, ideas and challenges for consumers, managers and also scientists.

This is what the world's leading experts on luxury say about the authors' book "Luxury: Marketing & Management":

- "The book *Luxury: Marketing & Management* will be of considerable interest to both managers and academics seeking to understand and manage luxury goods in the 21st Century." **Prof. Dr. David B. Montgomery, Stanford University & former Dean, Singapore Management University**
- "This new and interesting research provides insight into the unique world of luxury and I have no doubt will prove a fascinating read for consumers and managers. Rolls-Royce Motor Cars has been at the pinnacle of automotive luxury for over 100 years and it is enlightening to see scientific research on the industry." **Torsten Müller-Ötvös, CEO Rolls-Royce Motor Cars Ltd**
- "This book provides a large coverage of research on luxury, combined with new practical approaches, such how to analyze the luxury potential of a category on the basis of the price differentials. Very enlightening reading for managers and consumers alike." **Prof. Dr. Gilles Laurent, HEC Paris**
- "Many asked me in the course of the year what is the essence of luxury, and there is in my opinion a one world answer to this: luxury is pure emotion. In their book the authors provide an elaborated overview on luxury both from a researcher's and a manager's perspective. It's a must-read for those interested in luxury." **Pietro Beccari, Chairman & CEO Fendi**
- "As a maker of high-end mechanical watches, we are impressed by the precision of this analysis on the meaning of luxury today and the practical and valuable conclusions for a successful management of luxury products. Most interesting work!" **Philippe Merk, CEO Audemars Piguet**
- "This book's development of luxury signals provides a new and creative perspective of luxury. Reading it will amount to a very good investment for managers and be enlightening for consumers of luxury items around the globe. Fun to read!" **Prof. Dr. Kris Helsen, Hong Kong University of Science & Technology (HKUST)**

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