### China One, the Love of Luxe: Strategy and Framework Development Towards Chinese Young Luxury Consumers (Paperback)



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#### Reviews

This publication will never be effortless to get started on reading through but very entertaining to read through. It normally is not going to expense too much. I discovered this publication from my dad and i encouraged this book to find out. (Otilia Schinner)

# CHINA ONE, THE LOVE OF LUXE: STRATEGY AND FRAMEWORK DEVELOPMENT TOWARDS CHINESE YOUNG LUXURY CONSUMERS (PAPERBACK)



Createspace, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\*\* Print on Demand \*\*\*\*\*\*. China One, the Love of Luxe By Elise Ran Wang As luxury brand executives, marketers, analysts or strategists, it is very important to understand the Chinese luxury market and the Chinese luxury consumers who are driving the demand for luxury goods and leading the future direction of the luxury market. This book will provide a unique perspective through an in-depth examination of the Chinese luxury market, especially a specific group of young luxury consumers who are called the China One, as they are the first generation born under China s One-Child Policy at the beginning of China s new openeconomic-environment. In China One, the Love of Luxe, you will learn: The overview of global luxury market, Chinese luxury market and the consumers The historical background of the China Ones China Ones value system and preference toward luxury shopping Primary research insights towards China Ones luxury shopping behaviors Frameworks and strategies targeting in on the China Ones Original segmentation development towards China One luxury consumers Practical recommendations and future directions Combining with an increasing usage of social media, high involvement of technology as well as a maturing value system and related behaviors toward luxury shopping, China Ones will be the most important consumer group of all the luxury brands to study in the short and the long-term future. The battlefield of luxury goods is no longer defined with geographic locations. Internet e-commerce, the trend of luxury shopping while traveling, dependent connections between areas, brands, and groups of people have taken the war into a new dimension. The competition among luxury brands has become the war of winning the heart of their consumers. In the war of leading the Chinese luxury market, winning the...

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