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to Starwood.

Underpinned by the author's many years of practical experience as both a professor and brand consultant, this book details the proven steps necessary to develop, build, and sustain a successful brand strategy and business.

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began to move into lockdown in March, product sales took an almost instantaneous hit in spite of the record food (and toilet roll) sales caused by panic buying. However, as people began to adapt, online sales recovered quickly.

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objective is. And these strategies are very different.

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authenticity,
sustainability and
craftsmanship, balanced
with brand access and
immediacy. Then you'll
develop your
understanding of how
these issues intersect
with digital technology
and contemporary
culture.

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project, and benefit
from regular talks from
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The brand manager's
role within the fashion
luxury goods industry is
to motivate, create
desire, and build trust
through various

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channels in
merchandising,
marketing and
communication in order
to meet the expectations
of a luxury brand's
vision and strategy.

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the brand experience on a market continuum from mass market to luxury, using diverse examples from Burberry to BMW, Coca-Cola to Chanel, and Starbucks to Starwood.

Underpinned by the author's many years of practical experience as both a professor and brand consultant, this book details the proven

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Brand management is a function of marketing that uses techniques to increase the perceived value of a product line or brand over time.

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Luxury brands have

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been carefully crafted through meticulous strategies in marketing and brand building, making their mark in the consumer's subconscious. These brands are defined by: brand strength, differentiation, exclusivity, innovation, product craftsmanship and precision, premium pricing, and high

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skills required to
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