



4D Vision of Luxury Branding Myth (Part One) (Paperback)

By Lynn H Shih

Ehbooks, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: Chinese . Brand New Book ***** Print on Demand *****.The Japanese recognizes Name Brand Luxury Goods a necessity and as such the nation had been the no. 1 patron by the end of 20th century; Into the 21C, as the Chinese replaces the premiere position who now reportedly consumes 25 of world s luxury goods, would this imply that the Chinese also consider luxury goods a necessity no less than the Japanese ? Facts and figures tells that the desire to consume Luxury goods and Luxury Experiences has been rampant everywhere in the world. \$1.5 Trillion, or an equivalent of 852 Towers worth of Taipei 101, was spent on earth as estimated by Boston Consulting Group in year 2012, which follows an ever so record breaking trend of world Luxury consumption, despite small set back at times of financial crises. Luxury Fever is a phenomenon that prevails in the 21C as known to date. As such one may wonder: What makes luxury a necessity? Why are people obsessed with HandBags, the LOGO Bags, and the mere presence of Brand Names? How does the It bags and, or...



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