



## New Perspectives in Luxury Branding (Emerald Gems)

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### **Editorial Review**

#### Review

Emerald Publishing presents readers with a collection of articles and academic essays focused on the contemporary landscape of global luxury branding. The ten selections that make up this Emerald Gem publication come from a variety of international experts in the fields of economics, business, and marketing. The individual contributions that make up the main body of the text are devoted to identifying the characteristics of small specialist international retailers; self-congruity, brand attitude, and brand loyalty; the construction of luxury brands, and a wide variety of other related subjects. Distributed in North America by Turpin Distribution. --Annotation ©2016 Ringgold Inc. Portland, OR (protoview.com)

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