



# Real Luxury: How Luxury Brands Can Create Value for the Long Term

*M. Pinkhasov, R. Nair*

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Real Luxury examines what a 'luxury brand' is from economic, sociological and psychological standpoints. It spells out the challenges the industry is facing and puts forward a new, practical model aimed at reviving and protecting luxury brands, based on the authors' hands-on experience in the industry.

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