The Elite Chinese

Singapore –June 2008 – Luxury evolved from product to brand. From local brand to global brand. Ancient Chinese luxury traditions revolve around luxury and the modern Chinese are reacquainting with their refined luxury roots. The new book by John Wiley and Sons (Asia), Elite China: Luxury Consumer Behavior in China, is an evolutionary exploration of the Chinese elite’s consumption of luxury products and their attitudes toward luxury goods.

Author, Pierre Xiao Lu is an assistant Professor of Marketing at Fudan University who specializes in luxury consumer behavior studies in China. His experiences as the professor of marketing in LVMH Chair at ESSEC Paris-Singapore and consultant of many multinational luxury firms, such as LVMH, PPR-Gucci and MasterCard places him in a unique position to guide the reader through the Chinese luxury consumer behavior.

“Chinese consumers are embracing luxury as a gateway to culture, splendor, and lifestyle they once possessed. As the multinational companies flock towards China, they soon realize the complexities of this market. Despite having a huge potential, China’s luxury market is not guaranteeing profit”, says Pierre Xiao Lu.

Elite China: Luxury Consumer Behavior in China goes beyond the superficial to present an inspiring, entertaining and comprehensive insight into the ambivalence of the Chinese consumer market. Not only does it provide a clear guide to identify the modern elite of China, their thoughts and behavior, the book spells out a wealth of practical strategies for international and Chinese luxury brands to succeed in Chinese market.

“The past few decades have witnessed a spectacular and uninterrupted rise in luxury consumption. The Chinese market is becoming of increasing strategic importance to multinational companies and their long-term development. Although Chinese consumers are
hard to reach, especially for luxury brands, it is still possible and lucrative with the right strategy”, adds Pierre.

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Table of Contents and additional information on the book is available on: http://as.wiley.com/WileyCDA/WileyTitle/productCd-0470822678.html

About the Author:

Pierre Xiao LU is an assistant professor of marketing at School of management of Fudan University in Shanghai, visiting professor of marketing in LVMH Chair at ESSEC Paris-Singapore and consultant of luxury business for many multinational luxury firms, such as Lacoste S.A. LVMH, PPR-Gucci and MasterCard etc.

Prof LU is specialized in luxury consumer behaviors studies in China and luxury brand management in Asia. After working several years in research center of luxury industry in Essec, he received his Ph.D. from ESSEC Business School Paris. He published numbers of articles about luxury industry and Chinese luxury consumers’ studies in professional and academic journals, such as AMA, AFM, Comité Colbert, Harvard Business Review China and Financial Times China. The book “Luxury Brand Management” is translated by Prof LU into Chinese (Shanghai people’s publishing house) and have been introduced into Chinese market in 2008.

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