



# Luxury Fashion Branding: Trends, Tactics, Techniques

*U. Okonkwo*

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## **Luxury Fashion Branding: Trends, Tactics, Techniques** U. Okonkwo

This groundbreaking fashion branding and management text brings an analytical business dimension to the marketing and corporate techniques of the luxury fashion goods industry. It will make engaging reading for anyone who wishes to learn about the captivating business of turning functional products into objects of desire.

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