



Meta-Luxury: Brands and the Culture of Excellence

By M. Ricca, R. Robins

Download now

Read Online 

Meta-Luxury: Brands and the Culture of Excellence By M. Ricca, R. Robins

Meta-Luxury sets out to define the ultimate meaning of true luxury, exploring it as both a culture and business model. Through the concept of Unique Achievement and the drivers of Craftsmanship, Focus, History and Rarity, the authors examine what is at the heart of true luxury through a unique series of conversations.

 [Download Meta-Luxury: Brands and the Culture of Excellence ...pdf](#)

 [Read Online Meta-Luxury: Brands and the Culture of Excellenc ...pdf](#)

Meta-Luxury: Brands and the Culture of Excellence

By M. Ricca, R. Robins

Meta-Luxury: Brands and the Culture of Excellence By M. Ricca, R. Robins

Meta-Luxury sets out to define the ultimate meaning of true luxury, exploring it as both a culture and business model. Through the concept of Unique Achievement and the drivers of Craftsmanship, Focus, History and Rarity, the authors examine what is at the heart of true luxury through a unique series of conversations.

Meta-Luxury: Brands and the Culture of Excellence By M. Ricca, R. Robins Bibliography

- Sales Rank: #908602 in eBooks
- Published on: 2012-04-26
- Released on: 2012-04-26
- Format: Kindle eBook

 [Download Meta-Luxury: Brands and the Culture of Excellence ...pdf](#)

 [Read Online Meta-Luxury: Brands and the Culture of Excellenc ...pdf](#)

Download and Read Free Online Meta-Luxury: Brands and the Culture of Excellence By M. Ricca, R. Robins

Editorial Review

Review

"'Meta-luxury: Brands and the Culture of Excellence' is a must-read for all luxury industry professionals. So inspiring and a much needed conversation. Great guidance for luxury brands and an opportunity to reassess and renew. A must-read for the Luxury Industry! Meta-luxury = 'beyond luxury'. Beyond luxury indeed!"

Angela Tunner, Founding Editor in Chief

EAT LOVE SAVOR magazine

About the Author

Manfredi Ricca and Rebecca Robins are Directors at Interbrand, the world's leading brand consultancy. Based in Milan and London respectively, they each have over a decade's experience in consulting some of the most respected global brands. This book is inspired by their common belief that true luxury is ultimately about passing the culture of excellence across generations.

MANFREDI RICCA is Managing Director of Interbrand's Italian office, leading the creation, management and valuation of influential brands from a wide variety of industries including several prominent clients in the luxury sector. He is a frequent commentator in the Italian media and has been featured in publications such as the Harvard Business Review, the New York Times and the Wall Street Journal.

Manfredi holds a degree in Economics and Business Administration at Università Commerciale Luigi Bocconi in Milan, where he frequently returns as guest lecturer at under- and post-graduate courses.

REBECCA ROBINS is European Director for Interbrand. She has extensive experience in branding, consulting a diverse range of clients across a number of industries and having held a variety of roles in New York and London. A prolific writer, Rebecca has been featured in such publications as The Economist, the FT, the New York Times and the Wall Street Journal. This is her second book, having co-authored Brand Medicine (Palgrave).

Rebecca holds a First Class degree from Cambridge University in French and German and an M. Phil. in European Literature.

Users Review

From reader reviews:

Jon Cerrone:

Have you spare time for the day? What do you do when you have much more or little spare time? That's why, you can choose the suitable activity regarding spend your time. Any person spent their very own spare time to take a stroll, shopping, or went to the Mall. How about open or read a book called Meta-Luxury:

Brands and the Culture of Excellence? Maybe it is to be best activity for you. You realize beside you can spend your time with your favorite's book, you can be cleverer than before. Do you agree with their opinion or you have various other opinion?

Jackie Ballesteros:

In this age globalization it is important to someone to get information. The information will make a professional understand the condition of the world. The condition of the world makes the information simpler to share. You can find a lot of referrals to get information example: internet, classifieds, book, and soon. You will observe that now, a lot of publisher that print many kinds of book. The actual book that recommended for your requirements is Meta-Luxury: Brands and the Culture of Excellence this reserve consist a lot of the information of the condition of this world now. This book was represented how do the world has grown up. The language styles that writer value to explain it is easy to understand. The particular writer made some research when he makes this book. Here is why this book acceptable all of you.

Larry Moore:

That publication can make you to feel relax. This particular book Meta-Luxury: Brands and the Culture of Excellence was colorful and of course has pictures on there. As we know that book Meta-Luxury: Brands and the Culture of Excellence has many kinds or genre. Start from kids until teens. For example Naruto or Private investigator Conan you can read and believe you are the character on there. Therefore , not at all of book tend to be make you bored, any it offers up you feel happy, fun and relax. Try to choose the best book to suit your needs and try to like reading in which.

Ronald Kleiman:

A lot of guide has printed but it is different. You can get it by net on social media. You can choose the best book for you, science, amusing, novel, or whatever simply by searching from it. It is referred to as of book Meta-Luxury: Brands and the Culture of Excellence. You'll be able to your knowledge by it. Without leaving behind the printed book, it can add your knowledge and make you happier to read. It is most critical that, you must aware about reserve. It can bring you from one spot to other place.

Download and Read Online Meta-Luxury: Brands and the Culture of Excellence By M. Ricca, R. Robins #FL9U8V0HPO1

Read Meta-Luxury: Brands and the Culture of Excellence By M. Ricca, R. Robins for online ebook

Meta-Luxury: Brands and the Culture of Excellence By M. Ricca, R. Robins Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Meta-Luxury: Brands and the Culture of Excellence By M. Ricca, R. Robins books to read online.

Online Meta-Luxury: Brands and the Culture of Excellence By M. Ricca, R. Robins ebook PDF download

Meta-Luxury: Brands and the Culture of Excellence By M. Ricca, R. Robins Doc

Meta-Luxury: Brands and the Culture of Excellence By M. Ricca, R. Robins Mobipocket

Meta-Luxury: Brands and the Culture of Excellence By M. Ricca, R. Robins EPub

FL9U8V0HPO1: Meta-Luxury: Brands and the Culture of Excellence By M. Ricca, R. Robins