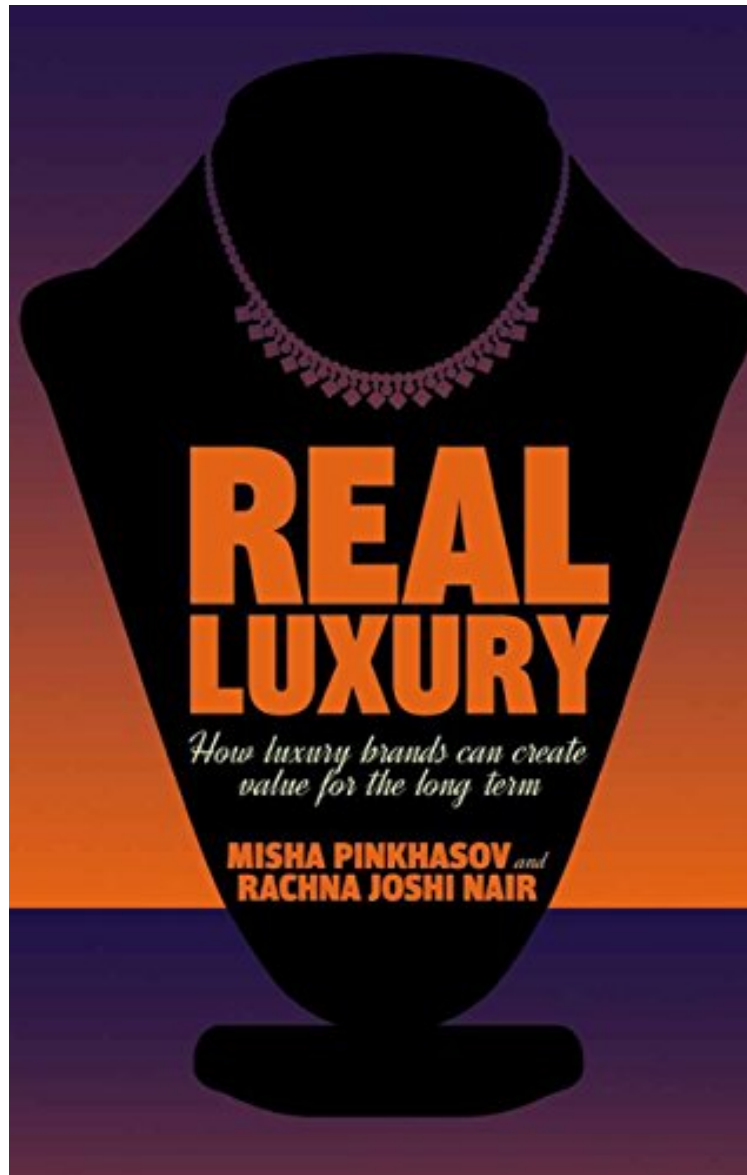


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# Real Luxury: How Luxury Brands Can Create Value for the Long Term

*M. Pinkhasov, R. Nair*

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**M. Pinkhasov, R. Nair : Real Luxury: How Luxury Brands Can Create Value for the Long Term** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Real Luxury: How Luxury Brands Can Create Value for the Long Term:

0 of 0 people found the following review helpful. Real Luxury: Culture vs cult By prasanna bhaskar Perfect read for luxury brand leaders as they struggle in a time when no tried and tested templates seem to work. The authors urge the

reader to move away from gimmicks packaged under the label of creativity and innovation, to go back to the basics of craft by addressing the core values of the brand and its values. No formulae or quick fix strategy here, just hard working concepts that focus on preserving brand integrity through some honest story telling and leadership principles. Real Luxury opens the debate of Cult vs culture and facilitates some much needed soul searching. A big applause to Misha Pinkhasov and Rachna Joshi Nair.0 of 0 people found the following review helpful. On a scale of 1-10, I really liked it!By I. KimThought-provoking about an industry with seemingly little thought

Real Luxury nbsp;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.

"The authors' research and analysis is methodical and clear, and their vision accurate. This book is an excellent tool for perfecting ones understanding of luxury. A veritable bible for both professionals and students." - Yaffa Assouline, Founder and Editor-in-Chief of LuxuryCulture.com 'Neither enthralled by luxury's glamor nor over-critical of its excesses, the authors offer an informed and balanced assessment of the industry's current condition and how it must prepare for the future.' - Soumitra Dutta, Dean, S.C. Johnson Graduate School of Management, Cornell University, New YorkAbout the AuthorMisha Pinkhasov has worked in international communications, public policy, financial markets, branding and media for 16 years. He worked as a communications manager at the OECD for nine of those years and has consulted for private firms. As a writer, he covers luxury, culture and socially responsible business for consumer and trade magazines in the US, UK, France and Russia, and has spoken on these topics to corporate and conference groups. Misha holds an MBA in International Luxury Brand Management from ESSEC Business School in Paris and a Bachelor's in Consumer Economics from Cornell University in New York.Rachna Joshi Nair has worked in the luxury, apparel and hospitality industries for 20 years, spanning both Eastern and Western cultures. During her tenure at Louis Vuitton, Rachna implemented business strategies through forecasting, product development, sourcing, merchandising, market entry, retail, and customer relationship management. She has spoken at international conferences in Europe and India about future challenges for luxury, and has provided cultural and brand training to the world's leading luxury companies. She holds an MBA in International Luxury Brand Management from ESSEC Business School in Paris.Together, they are the co-founders of NAIR-SAFIR, strategy consultants helping companies integrate shared-value thinking into their corporate culture and communications.