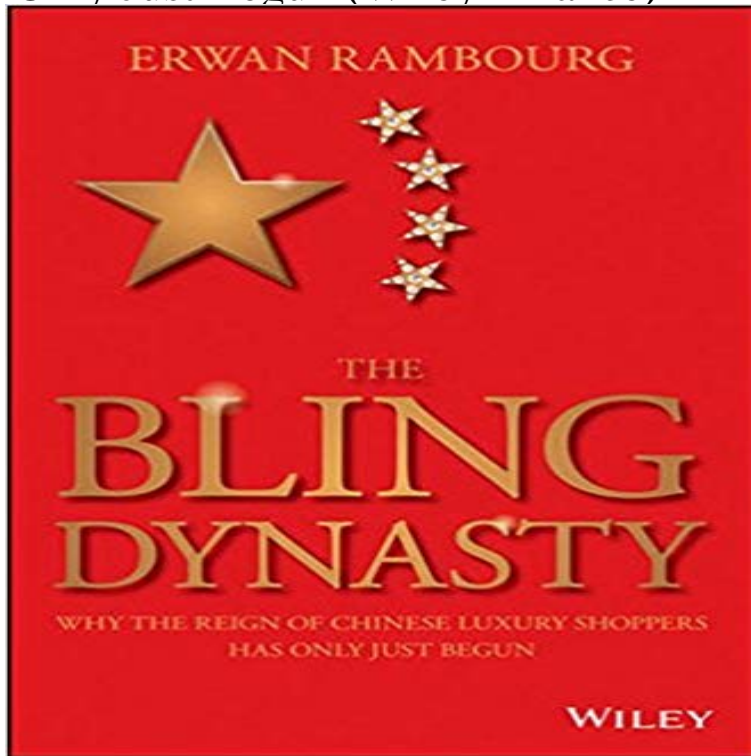


The Bling Dynasty: Why the Reign of Chinese Luxury Shoppers Has Only Just Begun (Wiley Finance)



Why the luxury markets fate rests in Chinese wallets The media has negatively focused on the Chinese political administration clamping down on gifting. Observers have come to doubt the strength of Chinese consumption as the key driver for luxury. The Bling Dynasty illustrates how doubts about Chinese consumption are ill-founded and Chinese luxury demand is on the cusp of becoming dominant. This book contains the research and expert views companies need to understand and address the new challenges posed by this dominance. Each chapter brings a different perspective, covering complex aspects of luxury consumption, with illustrations and real-world examples that support the research. Readers will gain insights through interviews with brand executives, retailers, experts, and consumers. As an economic heavyweight, China is fast realizing its role in the luxury market. Chinese consumers should be accounting for more than a third of the global luxury market today, and half, if not more, in ten years time. The Bling Dynasty runs counter to the conventional wisdom that expanding sectors become more global. Luxury is actually becoming over-dependent on Chinese sales. Readers will: Understand how Western brands developed in Asia and the challenges they are met with, notably ubiquity Learn why Chinese are purchasing luxury items abroad and what it means for the future of the sector Gain insights on why there are no Chinese luxury brands challenging Western models Realize that Chinese consumers are becoming similar to their American peers and that luxury competition goes way beyond pre-conceptions Chinas big spenders are increasingly mobile and this is affecting key markets. The Bling Dynasty provides new research and a comprehensive look at the booming business of luxury and the Chinese wallet.

The Bling Dynasty: Why the Reign of Chinese Luxury Shoppers Has Only Just Begun (Wiley Finance) [Erwan Rambourg] on . *FREE* shipping onThe Bling Dynasty: Why the Reign of Chinese Luxury Shoppers Has Only Just Begun. Erwan Rambourg. ISBN: 978-1-118-96970-0. Jul 2014. 288 pages. - 37 sec - Uploaded by Ivander MukhbitThe Bling Dynasty Why the Reign of Chinese Luxury Shoppers Has Only Just Begun Wiley The Bling Dynasty: Why the Reign of Chinese Luxury Shoppers Has Only Just Begun ERWAN RAMBOURG is a managing director at HSBC in Hong Kong and the co-head of Global Consumer & Retail He is regularly featured in the Wall Street Journal and the Financial Times and appears on CNBC and Bloomberg.The Bling Dynasty: Why the Reign of Chinese Luxury Shoppers Has Only Just Begun. Front Cover. Erwan Rambourg. John Wiley & Sons, Oct 13, 2014 - Business & Economics - 300 pages He is regularly featured in the Wall Street Journal and the Financial Times and appears on CNBC and Bloomberg. Rambourg grew - Buy The Bling Dynasty: Why the Reign of Chinese Luxury Shoppers Has Only Just Begun (Wiley Finance) book online at best prices in India on of Chinese Luxury Shoppers Has Only Just Begun e un libro di Erwan RambourgJohn Wiley The Bling Dynasty: Why the Reign of Chinese Luxury Shoppers Has Only Just Begun Editore: John Wiley & Sons Inc. Collana: Wiley Finance. The Bling Dynasty: Why the Reign of Chinese Luxury Shoppers Has Only the Reign of Chinese Luxury Shoppers Has Only Just Begun (Wiley August 2014 ISBN: 978-1-118-95029-6), a new addition to its Asian finance - 6 sec Bling Dynasty: Why the Reign of Chinese Luxury Shoppers Has Only Just Begun (Wiley - 26 sec - Uploaded by CarolynThe Bling Dynasty Why the Reign of Chinese Luxury Shoppers Has Only Just Begun Wiley Why the luxury markets fate rests in Chinese wallets The media has negatively focused on the Chinese political administration The Bling Dynasty: Why the Reign of Chinese Luxury Shoppers Has Only Just Begun. Front Cover. Erwan Rambourg. Wiley, Jul 31, 2014 - Business & Economics - 288 pages Wiley Finance.Results 1 - 12 of 12 The Bling Dynasty: Why the Reign of Chinese Luxury Shoppers Has Only Just Begun (Wiley Finance) by Rambourg, Erwan. Wiley.