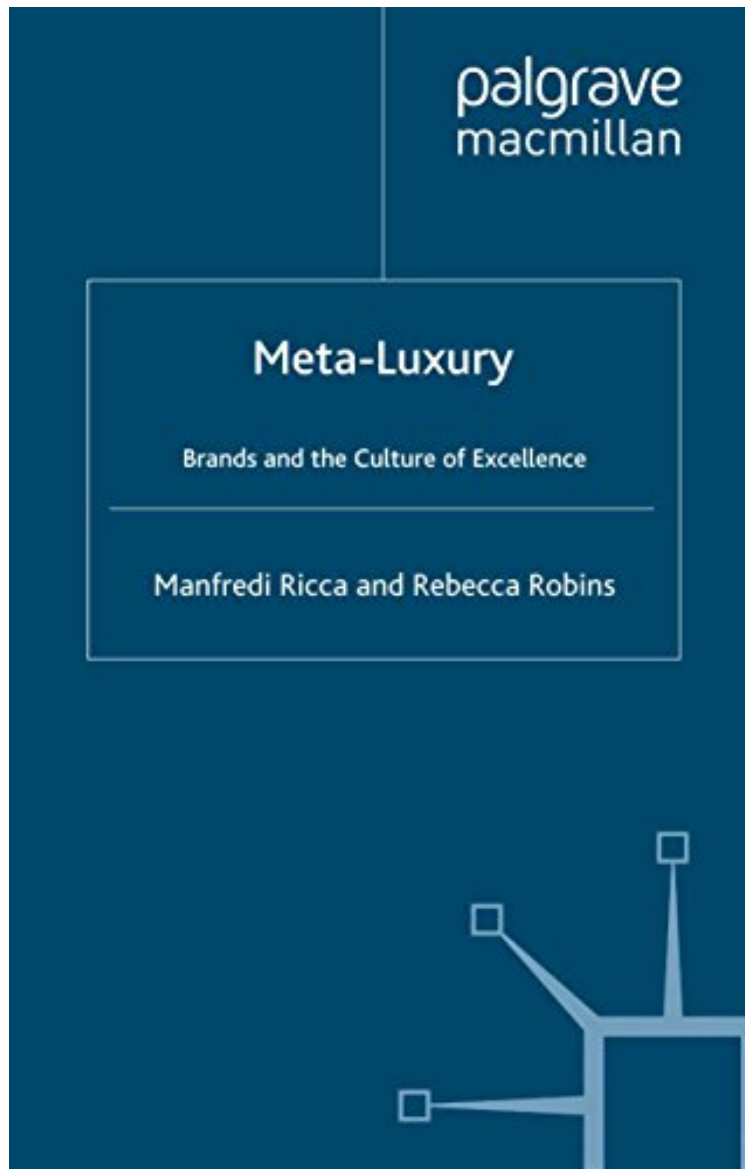


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# Meta-Luxury: Brands and the Culture of Excellence

*M. Ricca, R. Robins*

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**M. Ricca, R. Robins : Meta-Luxury: Brands and the Culture of Excellence** before purchasing it in order to gage whether or not it would be worth my time, and all praised Meta-Luxury: Brands and the Culture of Excellence:

0 of 0 people found the following review helpful. Luxury without pertinaciousnessBy Aldo FloresEasy to read and quite illustrative. A real good read. The author know what he is talking about. Must for people in the luxury business.0 of 1 people found the following review helpful. Five StarsBy PauloVery interesring new approach about the Luxury sector6 of 7 people found the following review helpful. At last, a Luxury Brand book with real depth and insight on true authentic 'haute' luxuryBy jodokOf all the books that exist on this subject, this is one of the few insightful and

well written texts with unique interviews and good depth of analysis. So far, the 'must-reads' in this field have been Kapferer Bastien's 'the Luxury Strategy' and HAUTE LUXE.net's 12 steps[...]and Meta-Luxury should be added to the list. Of course if you read French, add ex-Hermes' Director, Christian Blanckaert's "Luxe". Most surprisingly is that Rebecca Robins, co-author of Meta-Luxury is a top dog at Interbrand that tends to rank luxury brands on popularity instead of reputation and excellence, but we see that they do indeed understand the fundamentals of authentic luxury and like many in the field, also share a dislike for the abused word, Luxury. Meta-Luxury is a good new description to match Haut Luxe in French and the authors support the term very well with their four pillars of luxury and especially their term, "the Culture of Excellence". They explain well the differences between the business-driven mass Luxury Brands and the unique achievement-driven Meta-Luxury marques. My slight disappointment was the overemphasis on craftsmanship relative to creativity, the artisan versus the artist/artisan. Vision is critical in this field but the interview with Pagani covers this quite nicely. My major disappointment was that by the time I had reached page 70, the entire chunk of pp 23 to 42 dropped out of the book and now I'll have to glue them back in again! Incredible! If you cant wait for the paperback, get this book anyway. Its the content that counts. My sincere thanks to the authors.

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' 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.