

NEW TITLE

Luxury Intelligence

An International Journal



Scope of the Journal

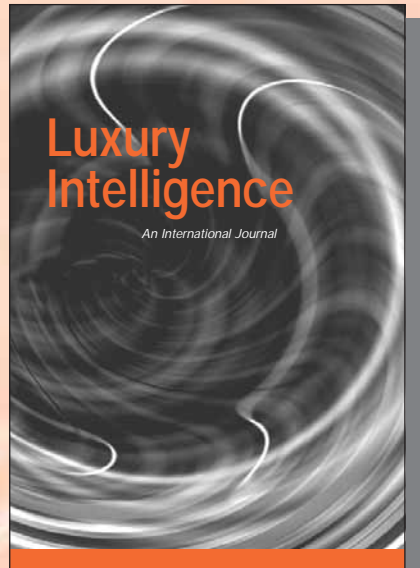
LIJ aims to establish itself as the leading authoritative international journal on luxury brand and sector strategy and intelligence through related research and development. It draws together novel empirical analysis and the latest thinking from leading figures at the world's foremost companies, consultancies and academic institutions. LIJ publishes original, forward-looking papers which austere consider:

- *how the world's leading luxury companies are managing their brands and specialist knowledge in particular*
- *specialist knowledge management in the luxury sector*
- *the latest thinking, techniques and initiatives used by luxury agencies and consultants*
- *current case studies which explore leading luxury organisations' practical experiences, the problems faced and the lessons learned*
- *models and theories effectively used in luxury brand management practice*
- *web technologies (web X.0) and their applications in and implications for the luxury sector and knowledge domain*
- *applied research from leading business schools, research institutes and universities*

Subject coverage:

Topics relevant to coverage in LIJ include but are not limited to:

- industry perspectives on luxury new venture creation and development
- product and service development for luxury brands
- geographical/regional perspectives on the luxury sector or knowledge domain
- corporate venturing in luxury businesses
- alliances in growth-oriented luxury sub-sectors
- family and luxury business development
- innovation issues in the luxury sector and knowledge domain
- consumer behaviour regarding luxury



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What the editors say about LIJ

Too often, luxury offerings, and luxury brands in particular, are merely seen as 'add-ons' in the traditional management and marketing literature - used as examples, but seldom discussed seriously. Yet they represent a unique and complex category of goods and services that teach lessons not only to their own protagonists, but to organizations in general. LIJ will take luxury offerings out of the realms of economics, sociology and popular culture and place them squarely in the domain of business, where they belong.

Prof. Leyland Pitt
Dennis Culver EMBA Chair of Business, and Professor of Marketing Segal Graduate School of Business, Simon Fraser University, Vancouver, Canada

I am very excited about the launch of this new journal and deeply honoured to have been invited to participate on the editorial board. I hope that LIJ will foster new research and applications areas in luxury brand management. This journal will become, without any doubt, a leading journal in this increasingly important field.

Prof. Michel Phan
LVMH Chair and Professor of Marketing, ESSEC Business School, Paris-Singapore, France

Luxury Intelligence represents a great opportunity not only for the luxury industry, but for other sectors, as well. The prestige industry, as we like to call it, can contribute to the current economic context, especially in Europe, where companies are searching for new ways to increase the value of their products and services to compete with low-cost strategies based in emerging markets. The prestige industry has demonstrated its capacity to take ownership of the high-value segments of their markets, transforming creativity into true value. For this reason, the industry and this publication can be a source of inspiration for companies that are trying to improve in this area. It is a great honour to participate in this initiative.

Dr. Rosa M. Fité
Research Associate, IESE Business School, Barcelona, Spain

True blue blood luxury brands have survived many economic and other crises. The "beyond the reach of most mortals" image of luxury brands makes luxury brands exactly what they are - dreams. Not only are luxury brands the stuff dreams are made of, they are also painstakingly manufactured to the highest possible standards - production sequences are meticulously mapped by trained craftsmen and engineers to ensure that their masterpieces also become useful and admired by generations to come.

Dr. Nic Terblanche
Professor of Marketing Management & Marketing Communication, University of Stellenbosch, South Africa

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