



Consumidores brasileiros de marcas de luxo: Quem são e quais seus valores (Portuguese Edition)

Isabel Maria Manini Cypriano

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Hoje estuda-se muito o Marketing aplicado às marcas de luxo. Este livro busca ampliar tal conhecimento, descrevendo e segmentando os consumidores das marcas de luxo de vestuário e acessórios em seus traços psicográficos - valores perenes que mostram quem são e as razões pelas quais as pessoas consomem o luxo.



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