



O Universo do Luxo: Marketing e Estratégia para o Mercado de Bens e Serviços de Luxo (Portuguese Edition)

Silvio Passarelli

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As perspectivas para o mercado brasileiro de bens e serviços de luxo, independentemente dos desdobramentos da crise mundial, são auspiciosas: de um lado porque as taxas de crescimento da economia estão previstas em patamares reais e, de outro, porque o bombardeio dos meios de comunicação de massa sobre consumidores potenciais deverá oferecer uma crescente qualificação da demanda.

A cada dia que passa vai ficando claro ao observador que, ao estudar este segmento, muito mais do que trabalhar nele, o indivíduo se qualifica a operar em todos os segmentos que, direta ou indiretamente, usam os parâmetros das empresas de luxo.

Numa linguagem coloquial, sem perder, no entanto, os referenciais teóricos, *O Universo do Luxo: Marketing e Estratégia para o Mercado de Bens e Serviços de Luxo* destina-se a estudantes, administradores, empresários e futuros empreendedores. Pessoas que, entendendo a importância de conhecer o modo pelo qual as empresas do segmento operam, possam, além de trabalhar no mercado de luxo, levar outros negócios a novos patamares de qualificação.



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