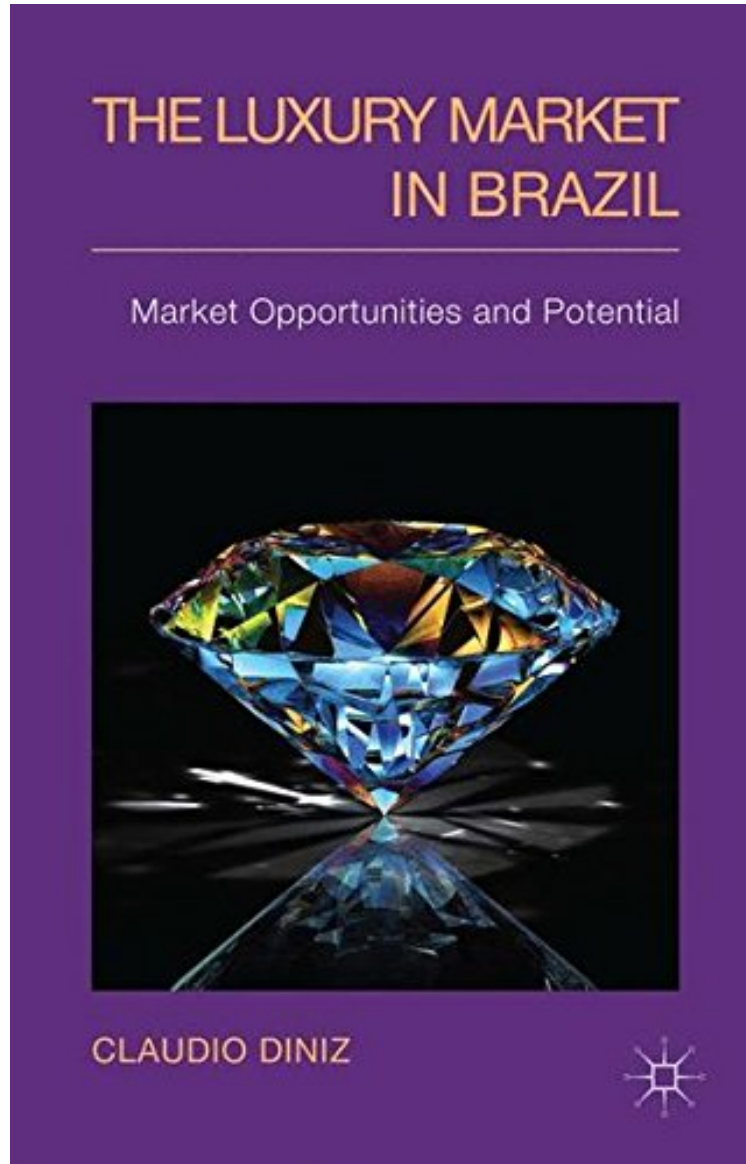


The Luxury Market in Brazil: Market Opportunities and Potential

C. Diniz

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The Luxury Market in Brazil provides a holistic and practitioners approach to luxury marketing in Brazil. The book analyses the key challenges and opportunities facing luxury brands, while providing an insight into the skills and competencies to develop and implement effective luxury marketing strategies that are specific to the market in question.

About the Author Claudio Diniz is the Vice-Coordinator for the Luxury Commission at the French Chamber of Commerce, Brazil, the Coordinator of the MBA in Luxury Management at two Universities in Brazil, and is the CEO at Maison du Luxe, a consultancy specializing in events management expertise. He writes a monthly column on luxury trends and insights for Luxus Magazine and is author of O Mercado do Luxo no Brasil: Tendências e Oportunidades (Seoman). Claudio holds an MBA in Luxury Management from Faap University in So Paulo, Brazil, and has studied at the London College of Fashion, UK, and ESSEC Business School, France