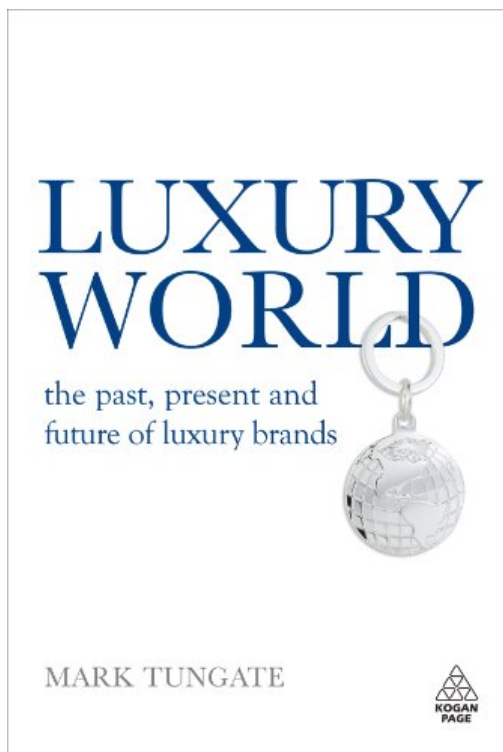


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LUXURY WORLD

the past, present and
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" An accurate and eloquent peek into the glamorous world of luxury brands." --Reggie Ansah, Editor-in-Chief, *Luxure* magazine

"A tour de force on the evolution of luxury, from logo-driven excess to the rediscovered treasures of discretion and taste. In his scrutiny of many different brands, Mark Tungate shows that savoir faire, not flash, is what counts. A beautiful and compelling book for readers who have moved beyond bling to a luxury that lasts." --Stuart McCullough, Head of Sales and Marketing, Bentley

About the Author

Mark Tungate is a journalist specializing in marketing, media, and communication. He is the author of best-selling *Fashion Brands*, as well as *Adland: A Global History of Advertising*, *Branded Male* and *Media Monoliths* (all published by Kogan Page). Based in Paris, he has a weekly column in the French media magazine *Strategies*, and writes regularly about advertising, style and popular culture for the trends intelligence service WGSN. His work has appeared in *The Times*, *The Independent* and the *Daily Telegraph* newspapers. He is also the co-author of *The Epica Book*, an annual review of the best European advertising. In addition, Mark teaches courses about marketing, media and communication at Parsons Paris School of Design. He has addressed conferences around the world and has been on the juries of several advertising competitions. For more information, see www.tungateinparis.com.

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