



# Elite China: Luxury Consumer Behavior in China

*Pierre Xiao Lu*

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## **Elite China: Luxury Consumer Behavior in China** Pierre Xiao Lu

A ground-breaking exploration of the Chinese elite's consumption of luxury products and their attitudes toward luxury goods. Elite China identifies the Chinese luxury product consumers and the characteristics of their luxury consumption, explains the implications for luxury firms and marketers and most importantly, spells out strategies for international luxury brands and Chinese luxury brands to succeed in Chinese market.

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