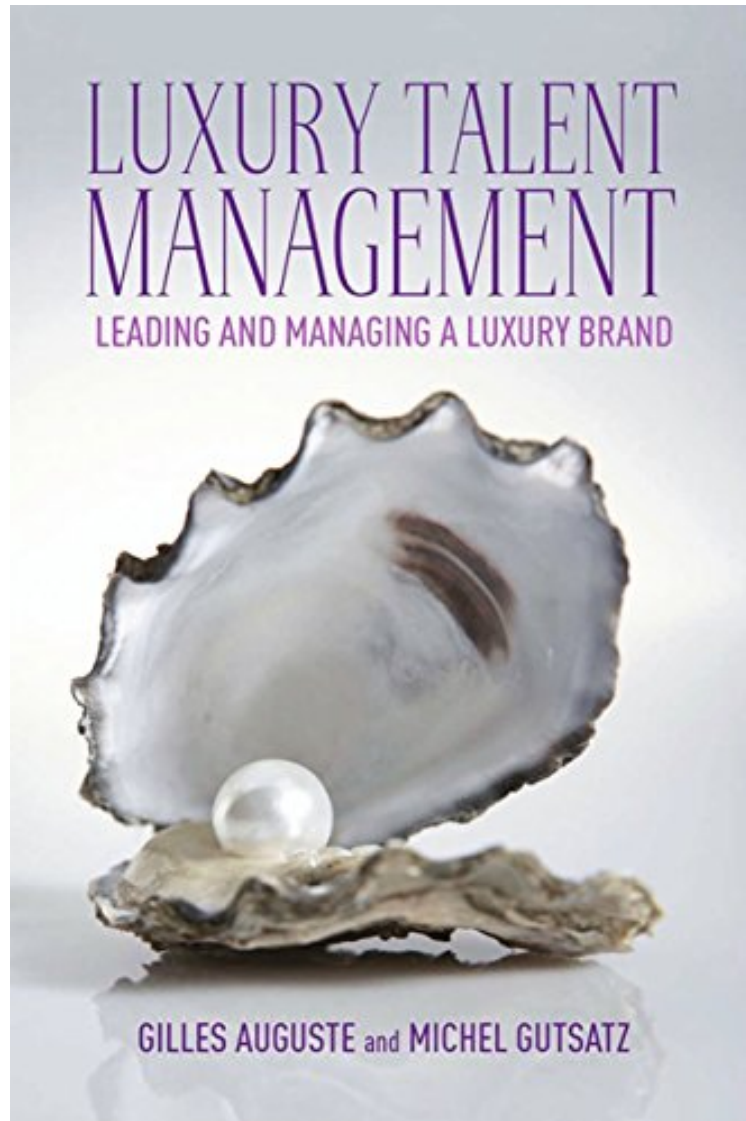


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Luxury Talent Management: Leading and Managing a Luxury Brand

G. Auguste, M. Gutsatz

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G. Auguste, M. Gutsatz : Luxury Talent Management: Leading and Managing a Luxury Brand before purchasing it in order to gauge whether or not it would be worth my time, and all praised **Luxury Talent Management: Leading and Managing a Luxury Brand**:

0 of 0 people found the following review helpful. A MUST READ IF YOU ARE INTERESTED BY TALENT, BY LUXURY, OR BY BOTH !By Daniel GaujacIt offers an insiders' view of TALENT in LUXURY Groups (LVMH, Kering , Richemont) and family businesses (CHANEL, HERMES).Essentiel reading if you interested by questions

such as :- Should I work in luxury ?- How to deal with the Owner's culture ?- What is the successful formula for success between Manager and Creator ?- How to recruit an external GM in a Swiss family Company ? To my knowledge, this is the first book, and the best one to focus on TALENT LUXURY....Cheers !

The first book focusing specifically on talent management, retention and leadership in the luxury industry. It explores how to lead and manage the people this industry attracts, and the major HR challenges the industry is about to face as the previous generation of luxury pioneers retire and Asia becomes a major player in the luxury world.

From the Author Follow the authors on luxurytalentmanagement.com From the Back Cover [laquo](#);nbsp;A comprehensive study of the luxury industry where talent and leadership specificities are put forward in useful conceptual frameworks. An inspiring book, rich in practical applications for luxury executives and outsiders. sement coming...[raquo](#); Beatrice Ballini, Senior Partner, Russell Reynolds Associates [laquo](#);nbsp;It is rare to see a Professor and a Consultant working together with such entrepreneurial spirit, but Michel and Gilles are also entrepreneurs; it is rare to see a book having such insightful understanding regarding the Chinese Luxury Industry, this book is one of the best; Cathay has invested in many cross-border luxury brands, I will ask every member of Cathay to read this book... [raquo](#); Mingpo Cai, Chairman and Founder, Cathay Capital Private Equity" The characteristics of talent which determine a brand's success; the chemistry that needs to be established between the brand's DNA, the personality and skills of the CEO and those of the Art Director, are all clearly underscored by the authors. [nbsp](#); It is this special alchemy which balances respect for the brand's history with the way it is and will be projected. "Chantal Gaemperle, Group EVP Human Resources Synergies, LVMH [laquo](#);nbsp;Luxury Talent Management is an amazing journey of discovery about talents, skill requirements, organizational behaviours, profiles, responsibilities and so much more in the world of luxury. With a good mix of structure, concepts, valuable information, inspiring cases and good lessons to be learnt, this book is a unique immersion in what will be more than ever be the success factor of the future of luxury brands, people and organizations. [nbsp](#); It is a 'must' book for whoever is in contact or active in the luxury world. [raquo](#); Maggie Henriquez, president and CEO of the House of Krug" This book is a very insightful trip inside the realm of luxury, and a brilliant analysis of its leadership challenges and paradoxes. When I joined Cartier 25 years ago, I believed the brand would be better off if it was slightly more rational. It only took me a couple of years to realize that it was precisely the opposite. This book explains why such a paradox is the norm in Luxury, not an exception." Cyril Vigneron, Managing Director, Cartier Europe About the Author MICHEL GUTSATZ is an international expert in luxury brand management and brand strategy. He advises investment funds, luxury prestige brands and retailers. As an expert on brand development in China, he helps brands that wish to enter the Chinese market. He is currently Professor Director of MBAs at Euromed Management (Marseille Shanghai) and Adjunct Professor of Marketing at CEIBS (Shanghai). His blog BrandWatch at www.michelgutsatz.com is an acclaimed reference in brand strategy. Prior to that, Michel was Human Resources and Internal Communication Director of the Bally Group in Switzerland and managed a design packaging agency in Paris. He also created the MBA in International Luxury Brand Management at ESSEC Business School. Michel has a PhD in Economics and holds an Engineering degree. GILLES AUGUSTE conducts strategic and global talent assignments for clients in the luxury and retail industries working with world renowned luxury brands. As an expert in family businesses, [nbsp](#); he assists family firms to face leadership, [nbsp](#); succession and governance challenges across generation [nbsp](#); He is currently Senior Adviser at Sociovision, an independent consulting agency specializing in the monitoring of socio-cultural change. Gilles was formerly VP in the leadership consulting practice at AT Kearney Search and served as International Human Resources Director at Cartier (Richemont Group). Previously, Gilles spent eight years in the consulting industry with Bossard Consultants then Gemini Consulting, as Senior Manager, working on change management issues for a wide range of industries. Gilles is also a teacher at the Institut Catholique de Paris and with [nbsp](#); Luxury Group Academy. He received his Master in Human Resources from the Institut de Gestion Sociale in Paris and is a graduate of the Accelerated Development Programme from the London Business School.