

## Luxury Talent Management: Leading and Managing a Luxury Brand


By G. Auguste, M. Gutsatz


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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.

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### Editorial Review

From the Author

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From the Back Cover

« 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... »

*Beatrice Ballini, Senior Partner, Russell Reynolds & Associates*

« 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... »?

*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. 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*

« 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. It is a 'must' book for whoever is in contact or active in the luxury world. »?

*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 [michelgutsatz.com](http://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 is an international consultant working on strategic Human Resources issues for a wide range of luxury brands. He is currently VP at Sociovision, a consulting firm whose mission is to understand and anticipate international socio-cultural change. Prior to that Gilles was responsible for leadership consulting practice at A.T. Kearney search consultants and served as International Human Resources Director at Cartier (Compagnie Financière Richemont). Gilles started his career in the consulting industry at Bossard Consultants, then Gemini Consulting. Gilles is a graduate from IGS, France, holds a Masters in Human Resources, and is a graduate from ADP - Executive Education Program from the London Business School.

## **Users Review**

### **From reader reviews:**

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Nowadays reading books become more than want or need but also turn into a life style. This reading routine give you lot of advantages. Associate programs you got of course the knowledge the rest of the information inside the book which improve your knowledge and information. The details you get based on what kind of book you read, if you want attract knowledge just go with education and learning books but if you want truly feel happy read one having theme for entertaining like comic or novel. The actual Luxury Talent Management: Leading and Managing a Luxury Brand is kind of publication which is giving the reader erratic experience.

#### **Carol Pyles:**

Information is provisions for individuals to get better life, information today can get by anyone with everywhere. The information can be a knowledge or any news even a concern. What people must be consider if those information which is within the former life are challenging be find than now could be taking seriously which one is suitable to believe or which one the actual resource are convinced. If you receive the unstable resource then you understand it as your main information you will see huge disadvantage for you. All those possibilities will not happen inside you if you take Luxury Talent Management: Leading and Managing a Luxury Brand as the daily resource information.

#### **Martha Howell:**

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