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LE LUXE
Jean Castarède



Pour certains, est luxueux ce qui est rare donc cher, ce qui constitue une valeur sûre, presque un objet de placement. Pour d'autres, le luxe est le superflu, l'élégance, non pas un objet mais un signe.

Entre l'être et le paraître, si le luxe est une valeur subjective, c'est aussi un secteur économique où la France occupe la première position et qui va de la mode à l'horlogerie-joaillerie, de l'automobile aux œuvres d'art.

Alors que l'on observe l'essor des grands groupes et le maintien des entreprises artisanales, cet ouvrage présente le luxe dans ses aspects historiques, culturels, économiques et commerciaux, analyse les différentes composantes de la gestion et de la distribution de ce secteur ainsi que les nouvelles tendances de la consommation.

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