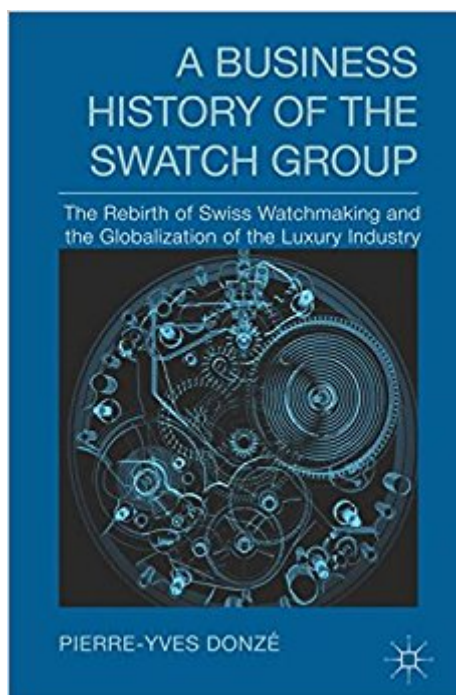


The book was found

A Business History Of The Swatch Group: The Rebirth Of Swiss Watchmaking And The Globalization Of The Luxury Industry



Synopsis

This book offers a detailed and full analysis of the strategy which enabled the Swatch Group to establish itself on the world market. In particular, it tackles the issues of production restructuring, with the opening of subsidiaries in Asia, and the implementation of a new marketing strategy, characterized by the move towards luxury.

Book Information

Hardcover: 152 pages

Publisher: Palgrave Macmillan; 2014 edition (April 8, 2014)

Language: English

ISBN-10: 1137389060

ISBN-13: 978-1137389060

Product Dimensions: 5.5 x 0.6 x 8.6 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 2 customer reviews

Best Sellers Rank: #891,210 in Books (See Top 100 in Books) #179 in [Books > Business & Money > Marketing & Sales > Marketing > Industrial](#) #258 in [Books > Business & Money > International > Global Marketing](#) #634 in [Books > Business & Money > Industries > Retailing](#)

Customer Reviews

Pierre-Yves DonzÃ© is Associate Professor and Hakubi scholar at Kyoto University, Japan. He earned his PhD from University of NeuchÃ¢tel, Switzerland, before embarking upon research projects in Japan and the United States. His research interests include the global luxury goods business and the history of technology transfer.

An incredible deconstruction of the recent history of the Swiss watch industry.

\$10000 worth of research in an easily read book. Multidisciplinary approach.

[Download to continue reading...](#)

A Business History of the Swatch Group: The Rebirth of Swiss Watchmaking and the Globalization of the Luxury Industry Pimsleur Swiss German Level 1 CD: Learn to Speak and Understand Swiss German with Pimsleur Language Programs (Compact) Swiss German: Learn to Speak and Understand Swiss German with Pimsleur Language Programs Victorinox Swiss ArmyÃ® Knife

Whittling Book, Gift Edition: Fun, Easy-to-Make Projects with Your Swiss Army® Knife
Luxury Airline Design (Luxury Books)
The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands
Red Hood and the Outlaws Vol. 1: Dark Trinity (Rebirth) (Red Hood and the Outlaws (Rebirth))
Batman: The Rebirth Deluxe Edition Book 1 (Rebirth)
Titans Vol. 1: The Return of Wally West (Rebirth) (Titans (Rebirth))
The Magic of Watches: A Smart Introduction to Fine Watchmaking
Beginner Watchmaking: How to Build Your Very First Watch
Remaking New York: Primitive Globalization and the Politics of Urban Community, Vol. 12 (Globalization and Community)
Globalization, Culture, and Branding: How to Leverage Cultural Equity for Building Iconic Brands in the Era of Globalization
Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101)
ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide)
The Genesis of the Abstract Group Concept: A Contribution to the History of the Origin of Abstract Group Theory (Dover Books on Mathematics)
Swatch: A Guide for Connoisseurs and Collectors
J.J. Pizzuto's Fabric Science
Swatch Kit: Studio Access Card
J.J. Pizzuto's Fabric Science
Swatch Kit: Bundle Book + Studio Access Card
Fabric for Fashion: The Swatch Book

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)