



## Repercussions of the economic crisis on the luxury brand market

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An analysis of the dichotomy of the Italian luxury industry in the light of global crisis  
In the years since the outbreak of the financial crisis of 2008, the luxury industry has garnered a great deal of interest not only from economists but the public eye, as it seems to be immune to the backlash grappling national economies. Marketing expert Angela Alunni has now published the scientific essay "The Effects of the Economic Crisis on the Luxury Brand Market", dealing with this topic. Her most recent work gives a brief historical account of the evolution in the general understanding of luxury goods, which in present times includes a multi-faceted view of the phenomenon. The research then puts emphasis on the Italian market, clarifying what role the luxury sector plays in the national economy and at what point the concepts of luxury and Made in Italy coincide.  
The Author  
Angela Alunni is a seasoned international marketing and branding expert, delivering successful marketing portfolios for dynamic global businesses, especially a broad range of luxury brands. She has earned qualifications from UC Berkeley Business School in Marketing and Project Management and from Stanford Business School in Social Media Marketing, SEO and Branding. "The Effects of the Economic Crisis on the Luxury Brand Market" is her first publication.  
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