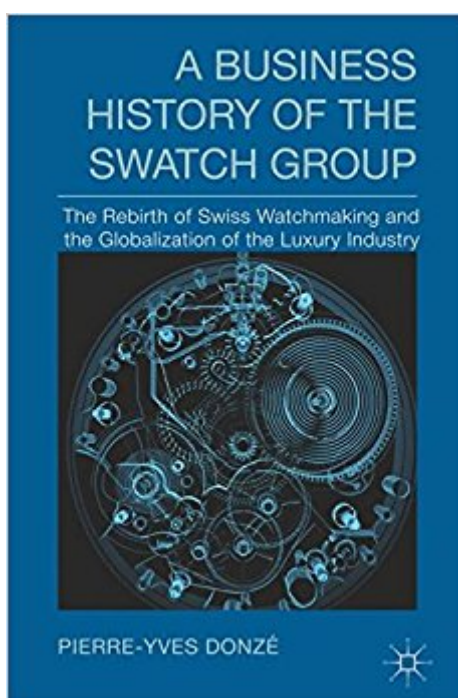


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# A Business History Of The Swatch Group: The Rebirth Of Swiss Watchmaking And The Globalization Of The Luxury Industry



## 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](#)

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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.

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