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Innovation in Luxury Fashion Family Business: Processes and Products Innovation as a Means of Growth

E. Giacosa

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E. Giacosa : Innovation in Luxury Fashion Family Business: Processes and Products Innovation as a Means of Growth before purchasing it in order to gauge whether or not it would be worth my time, and all praised Innovation in Luxury Fashion Family Business: Processes and Products Innovation as a Means of Growth:

A large number of family businesses operate in the luxury fashion sector which shows their importance as a source of growth, development and social and economic stability. This book analyses how a strategy of innovation in terms of products and processes can offer a competitive advantage to family businesses operating in the luxury fashion sector.