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## Luxe Corp announces the release of **Luxury Online**

*Luxe Corp*, the pioneer luxury Strategy & Management Consultancy company and business services provider to the luxury industry is pleased to announce the release of the book *Luxury Online*, written by the Executive Director Uché Okonkwo.

*Luxury Online – Styles, Systems, Strategies* is the first book that analyses the luxury business in the context of the Internet and new technologies. It examines the paradoxes that have prevailed between luxury and the internet and presents the solutions required for luxury brands to find their place in the world of the internet, digital media and new technologies.

This 360 pages book presented in full-colour with ample illustrations, case analysis and references, is written from a strategic, insightful and timeless business perspective. It is an eye-opener for the 21st century luxury executives seeking to understand the power of one of the most influential business channels and how its revolution has transformed the way the world views luxury. The book is also suitable for professionals beyond the luxury sector looking for transferable approaches in e-Business for best practices.

*Luxe Corp* currently provides services to the luxury industry through three main business divisions under the corporate trademarks *Luxe E.t.c.* (Business Strategy Consulting); *Club e-Luxe* (Executive Club for Luxury e-Business professionals); and *Luxe-Mag.Com* (Online Luxury Business Magazine) and has business representations in Paris, New York and Shanghai.



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*“Luxury Online provides invaluable insights to help all those looking to unlock the massive potential of the internet and new technologies as a mean of enhancing the luxury experience.”*

*“If you are involved in the luxury business, you need this book.”*

*“Luxury Online is the first practical ‘how-to’ guide for those working in this sphere. It is invaluable”*

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