



# Trading Up: Why Consumers Want New Luxury Goods--and How Companies Create Them

*Michael J. Silverstein, Neil Fiske, John Butman*

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Trading up isn't just for the wealthy anymore. These days no one is shocked when an administrative assistant buys silk pajamas at Victoria's Secret. Or a young professional buys only Kendall-Jackson premium wines. Or a construction worker splurges on a \$3,000 set of Callaway golf clubs.

In dozens of categories, these 'new luxury' brands now sell at huge premiums over conventional goods, and in much larger volumes than traditional 'old luxury' goods. *Trading Up* has become the definitive book about this growing trend.

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The book untitled Trading Up: Why Consumers Want New Luxury Goods--and How Companies Create Them contain a lot of information on the idea. The writer explains her idea with easy means. The language is very easy to understand all the people, so do not necessarily worry, you can easy to read it. The book was compiled by famous author. The author brings you in the new age of literary works. It is possible to read this book because you can read on your smart phone, or device, so you can read the book in anywhere and anytime. In a situation you wish to purchase the e-book, you can open their official web-site and also order it. Have a nice study.

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