



# Meta-Luxury: Brands and the Culture of Excellence

*M. Ricca, R. Robins*

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**Meta-Luxury: Brands and the Culture of Excellence** M. Ricca, R. Robins

Meta-Luxury sets out to define the ultimate meaning of true luxury, exploring it as both a culture and business model. Through the concept of Unique Achievement and the drivers of Craftsmanship, Focus, History and Rarity, the authors examine what is at the heart of true luxury through a unique series of conversations.

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