

*Harvard Business Review blog articles
on luxury brand management
in Turkish*

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Segmentation Lessons Learned

<http://hbrturkiye.com/blog/segmentasyon-surecinden-alinan-dersler>

Can Distribution Damage the Luxury Brand?

<http://hbrturkiye.com/blog/dagitim-luks-markaya-zarar-verebilir-mi>

Can You Make the Brand Have Its Renaissance?

<http://hbrturkiye.com/blog/markaniza-ronesansi-yasatabilir-misiniz>

Ritual Strategies in Luxury Brand Management

<http://hbrturkiye.com/blog/luks-marka-yonetiminde-rituel-stratejileri>

Luxury Brands and Micromanagement Strategies

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Strategic Focusing in Luxury Brand Management

<http://hbrturkiye.com/blog/luks-marka-yonetiminde-stratejik-odaklanma>

Dynamics of Luxury Co-Branding

<http://hbrturkiye.com/blog/luks-marka-isbirliklerinin-dinamikleri>

Should We Always Listen to Consumers?

<http://hbrturkiye.com/blog/tuketicileri-her-zaman-dinlemeli-miyiz>

The Poetic Dimension of a Luxury Brand's Journey

<http://hbrturkiye.com/blog/luks-marka-yolculugunun-siirsel-boyutu>



Luxury Brand Strategies and the Social Class System

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Luxury Brands and Psychographics Studies

<http://hbrturkiye.com/blog/luks-markalar-ve-psikografik-calismalar>

Managing a Luxury Brand With a Young Turk Mindset

<http://hbrturkiye.com/blog/jon-turk-anlayisiyla-luks-marka-yonetimi>

Musical Strategies in Luxury Brand Management

<http://hbrturkiye.com/blog/luks-marka-yonetiminde-muzikal-stratejiler>

Luxury Brand Communication Under the Communist Regime

<http://hbrturkiye.com/blog/komunist-parti-rejiminde-luks-marka-iletisimi>

Price Setting Strategies of Luxury Brands

<http://hbrturkiye.com/blog/luks-markalarin-fiyat-belirleme-stratejileri>

On Luxury Brands Using Celebrities in Ads

<http://hbrturkiye.com/blog/luks-markalarin-unlu-kullanimi-uzerine>

On the Distinction Between a Company Manager and a Brand Manager

<http://hbrturkiye.com/blog/markayi-yoneten-ile-sirket-yoneticisi-arasindaki-ince-fark>

Will the Democratization Strategy Kill Luxury?

<http://hbrturkiye.com/blog/demokratize-etme-stratejisi-luksu-oldurur-mu>

Why is Luxury Brand Communication Subtle?

<http://hbrturkiye.com/blog/luks-marka-iletisimi-neden-sakin>

Many Global Firms, Few Protagonist Brands

<http://hbrturkiye.com/blog/global-sirket-cok-protagonist-marka-az>

