Summer readings have been identified for 2018-2019 Global Luxury and Management students. These summer readings will help prepare you for the GLAM program and give you context for this graduate program studying the Business and Management of the Global Luxury Industry. This foundation will be important for you throughout your 2018-2019 Global Luxury and Management program.

Please come to orientation having read all of the readings and be prepared to reference them throughout your Fall and Spring coursework. The readings that have an asterisk (*) are those that will be referenced during your Fall coursework and you must read in preparation for specific classes.

These readings are from diverse sources, of topics directly related to Global Luxury and Management, including a framework for wealth and the luxury industries, luxury marketplace dynamics, career management, and leadership/global business team and cultural differences. Please purchase/download these readings and read this summer prior to GLAM Orientation.

I. LUXURY REPORTS (all attached):

1. Knight Frank 2017 Wealth Report
2. Luxury’s Talent Factories 2015 (Harvard Business Review)
3. Capgemini 2017 World Wealth Report*
4. Global Powers of Luxury Goods 2017 (Deloitte)
5. Luxury Daily State of Luxury 2017

II. BOOKS

1. Putting the Luxe Back in Luxury, by Pam Danziger
3. 2-hour Job Search, by Steve Dalton
4. The Luxury Strategy, by Jean-Noel Kapferer & Vincent Bastien
5. The Culture Code, by Clotaire Rapaille
6. Wealthy and Wise (Secrets About Money), by Heidi Steiger*
8. Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service and Close the Sale, by Robin Lent and Genevieve Tour
9. The Challenger Sale: Taking Control of the Customer Conversation, by Matthew Dixon and Brent Adamson, 2011*
10. The New Strategic Brand Management (Advanced Insights and Strategic Thinking), by Jean-Noel Kapferer (this is a good reference book for you for real case studies)

* These readings are required for the sessions you will have with NC State GLAM Board member Heidi Steiger, “The Mind of the Luxury Consumer.” Please read them prior to orientation and be prepared to reference and discuss them throughout the semester.

**Dr. Hoffman will be your professor during the Spring semester at Skema.

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