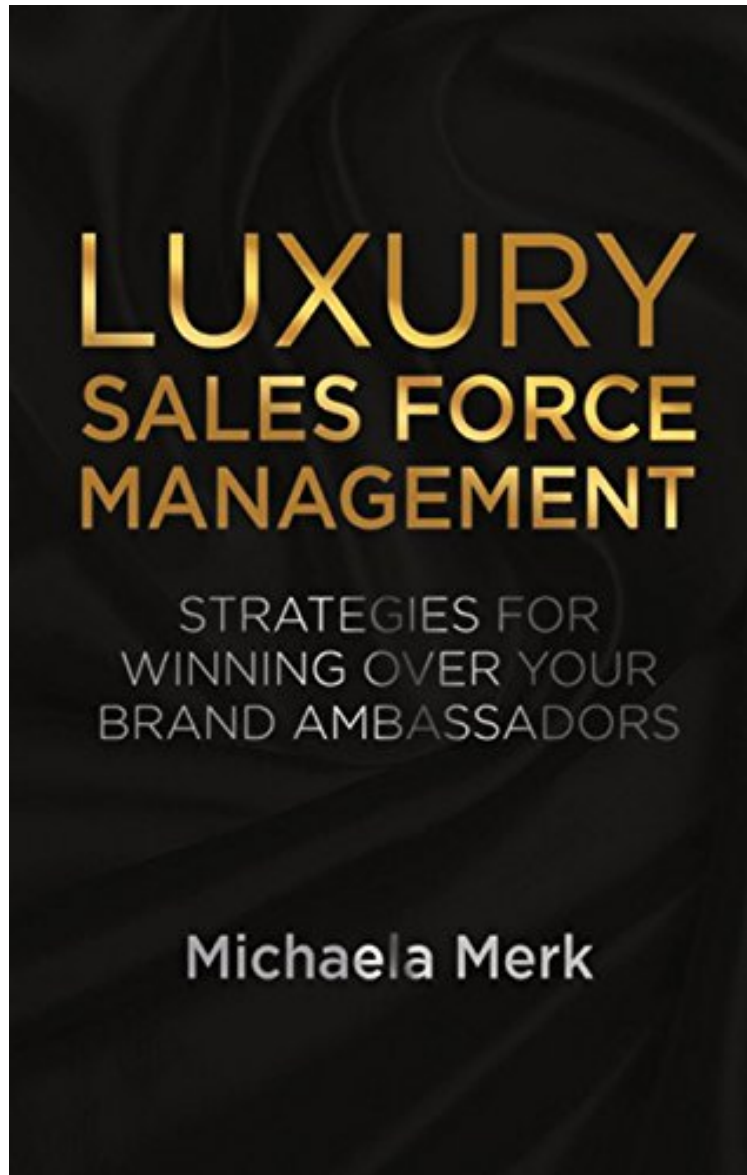


Luxury Sales Force Management: Strategies for Winning Over Your Brand Ambassadors

M. Merk

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The sales team can often make or break the success of new brands or products. This comprehensive guide provides strategies, models and checklists to help managers and directors strengthen the relationships of their firm's sales force with their own or other brands, maximizing turnover and profit in the long run.

About the Author Dr. Michaela Merk is an international marketing and retail expert. She is the founder of Merk Vision Partners, a global consultancy and training agency for brands and retailers in the luxury, cosmetics and fashion sectors. She has held top management positions with international responsibility at corporations such as L'Oréal, Estée Lauder Companies and Marionnaud. Using her broad experience in online and offline marketing from brand building, retailing to top management, she advises and trains international companies worldwide such as L'Oréal, Lacoste, Hermès, Shanghai Jahwa (China) and has worked with BCG, Roland Berger, and Bain Company. She gives seminars and lectures at conferences and events worldwide and teaches at business schools in Europe, Middle East and Asia (including ESSEC, Sorbonne, IFM, Sup de Luxe, Beida and East China Normal University). Dr. Michaela Merk is associate professor in management at the leading University Paris Dauphine and member of the research laboratory 'Brand and Values' at Sorbonne Graduate Business School, where she also obtained her PhD. The leading speakers' agency 'Speakers Excellence' counts her among the top 100 trainers in Europe.