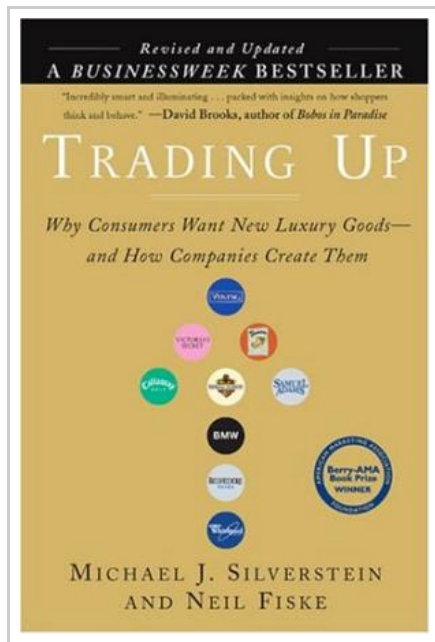




Trading Up: Why Consumers Want New Luxury Goods. And How Companies Create T.

By Silverstein, Michael J.; Fiske, Neil; Butman, John [Contributor]

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