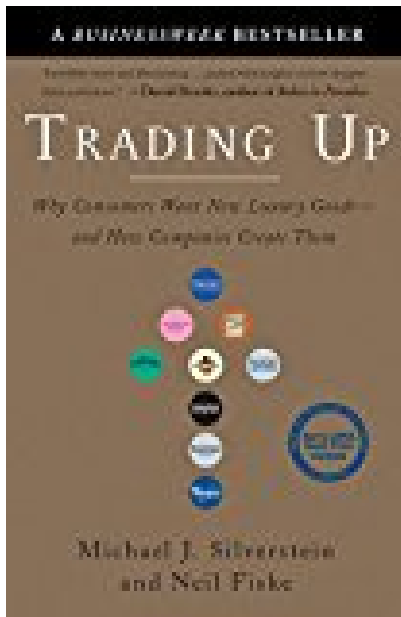


# Trading Up Why Consumers Want New Luxury Goods--and How Companies Create Them



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## BOOK SYNOPSIS

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