Determinants of Successful Luxury Brand Management in Turbulent Times

Von der Wirtschaftswissenschaftlichen Fakultät der Gottfried Wilhelm Leibniz Universität Hannover zur Erlangung des akademischen Grades Doktorin der Wirtschaftswissenschaften - Doctor rerum politicarum -

genehmigte Dissertation

von

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List of Articles Included in the Dissertation

Module 1: Cross-Cultural Luxury Value Perception

**Paper 1.1**

**Paper 1.2**

Module 2: Antecedents and Outcomes of Consumer Attitudes and Individual Luxury Perception

**Paper 2.1**

**Paper 2.2**
Hennigs, N.; Wiedmann, K.-P.; Klarmann, C.; Behrens, S.: The Assessment of Value in the Luxury Industry: From Consumers' Individual Value Perception to Luxury Consumption. Submitted to *Marketing Intelligence and Planning*.

**Paper 2.3**
Module 3: Consumer Misbehavior - Luxury Counterfeit Consumption

Paper 3.1

Paper 3.2

Paper 3.3

Module 4: Selected Trends in Luxury Brand Management

Paper 4.1

Paper 4.2
**Paper 4.3**

**Paper 4.4**