



LUXURY SERVICES AND ECOSYSTEMS

EXECUTIVE EDUCATION PROGRAM

Luxury services and brands are evolving and creating a differentiable ecosystem. Do you want to enter the Luxury services market or grow your luxury business? Gain an international outlook and an advanced knowledge of this complex marketplace in Monaco!

Sept 19, 2022

AT INTERNATIONAL
UNIVERSITY OF MONACO



LVMH



PORSCHE

GET INSIGHTS ON:

1. The dynamics within this ecosystem
2. How to manage a luxury brand
3. How the luxury industry interacts with the 21st century's economic, cultural, and technological environments

GET IN TOUCH

www.thedecisioninstitute.org
info@thedecisioninstitute.org
+31 (0)20 4040 111

REGISTRATION IS OPEN

[HTTPS://WWW.THEDECISIONINSTITUTE.ORG/PRODUCT/COMPANY-VISIT-PROGRAMS/](https://www.thedecisioninstitute.org/product/company-visit-programs/)

THE PROGRAM INCLUDES:

1. Real-life business cases (Louis Vuitton Moët Hennessy, Porsche)
2. Dynamic thought-provoking discussions
3. Opportunity to share your challenges with an exclusive group
4. Match making opportunities with fellow leaders



Dr. Marika Taishoff
Professor of Management and Luxury
at International University of Monaco



Prof. Dr. Fred van Eenennaam
Dean of The Decision Institute

FACULTY

Dr. Marika Taishoff is an experienced educator, management consultant and keynote speaker with expertise in strategy, customer experience management, and in the luxury sectors, in particular designing, developing and supporting luxury services across sectors.

Prof. Dr. Fred van Eenennaam has developed several leading executive education programs and he conducts many board evaluations and in-board training. He is member of the Microeconomics of Competitiveness Initiative at Harvard Business School and Prof. M.E. Porter, Ph.D. added him to his HBS Hall of Fame in 2012.

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