



As an exercise aimed at teaching students how to think strategically from a business standpoint, the Gucci Group case also provides students "the opportunity to consider the definition of luxury; how companies create luxury; how consumers perceive luxury;" it also "allows students to study the luxury market in the context of a global recession," during a post-recession era of wide unemployment and tightened budgets, notes Harper.

And since there's no predicting what possible game-changing ideas the student teams might come up with for the luxury-goods firm, perhaps Gucci executives really should be listening in.

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