



El Alma de la Cosmética (Emprendedores Mundiales)



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Angeles Sanchez Cueca

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During the last few years, the world's luxury cosmetic and perfume market has reinvented itself for a public that is more and more demanding and elitist, and expects more from exclusive products. As a result of this change, the large markets direct their sales strategies and publicity to high-end articles containing premium ingredients, contributing to a psychological image of sophistication and exclusivity. It is not enough now to offer the best cream, the most glamorous makeup, or the most sensual perfume.

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About the Author

Angeles Sanche-Cueca has a degree in law and a Master's in Business Management. She has over 15 years' experience in marketing in the cosmetics industry. She is the associate director of the first consultant specializing in strategies for the select cosmetic and perfume industry. She also teaches classes on I ART and in the School of Art and Fashion."

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