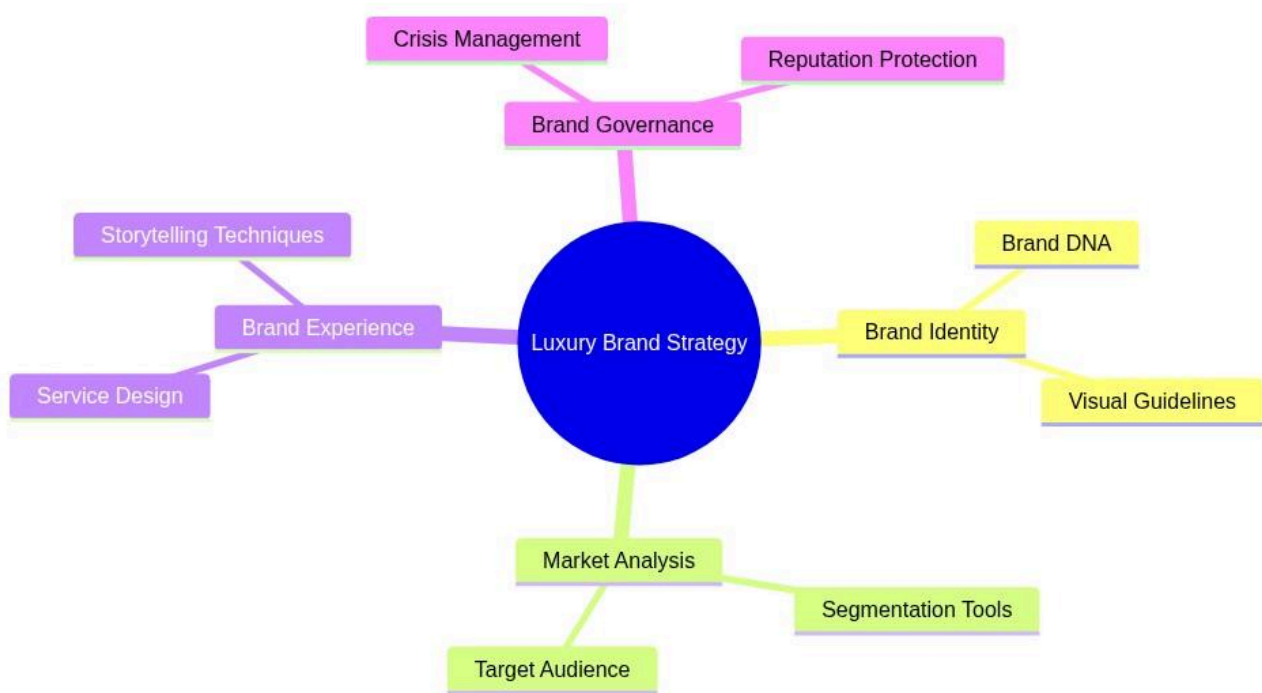


Professional Certificate in Luxury Hospitality Management

Luxury Brand Strategy



mindmap

```

root((Luxury Brand Strategy))
  Brand Identity
    Brand DNA
    Visual Guidelines
  Market Analysis
    Segmentation Tools
    Target Audience
  Brand Experience
    Service Design
    Storytelling Techniques
  Brand Governance
    Crisis Management
    Reputation Protection
  
```