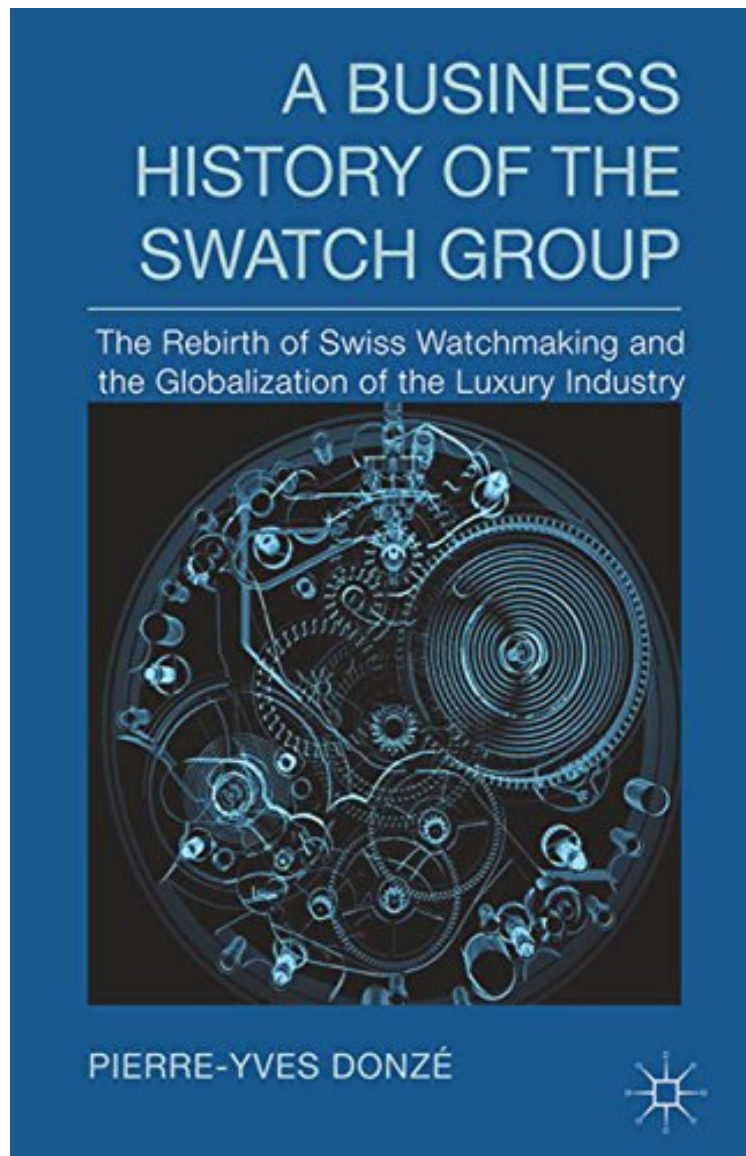


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## A Business History of the Swatch Group: The Rebirth of Swiss Watchmaking and the Globalization of the Luxury Industry

*P. Donzeacute;*

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About the AuthorPierre-Yves Donzeacute; is Associate Professor and Hakubi scholar at Kyoto University, Japan. He earned his PhD from University of Neuchacirc;tel, Switzerland, before embarking upon research projects in Japan and the United States. His research interests include the global luxury goods business and the history of technology transfer.