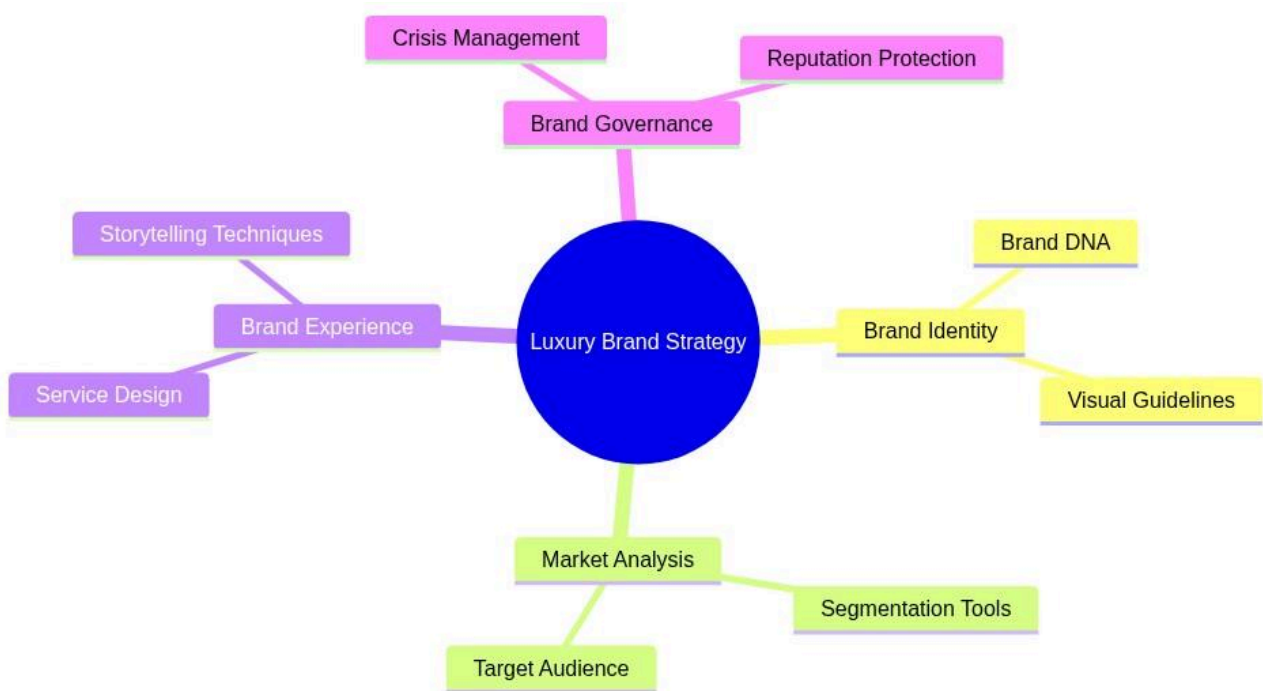


Professional Certificate in Luxury Hospitality Management

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
  
```