

**Trading Up: The New American Luxury By Neil Fiske,
Michael Silverstein**

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Michael J. Silverstein (born 1955) is an American business consultant and author. Trading Up: Why Consumers Want New Luxury Goods--and How

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Trading Up: Why Consumers Want New Luxury Goods--and How Companies . prestige"} good emotionally embraced by middle-market American consumers.

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Panera is one such example that has been spotlighted recently in the book Trading Up: The New American Luxury, by Michael J. Silverstein

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This article has been adapted from the first chapter of Trading Up: The New American Luxury, by Michael J. Silverstein and Neil Fiske,

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“Trading Up: The New American Luxury” by Michael Silverstein & Neil Fiske But new market information could sweep all our preconceived notions away.

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2003, English, Book, Illustrated edition: Trading up : the new American luxury / Michael Silvestein and Neil Fiske ; with John Butman. Silverstein, Michael.

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Michael Silverstein is coauthor with Neil Fiske of Trading Up: The New American Luxury. Silverstein is a senior vice president and global consumer retail

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