

LG Electronics Inc in Luxury Goods (South Korea)

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Date: March 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: L49CEDB6BEFEN

Abstracts

As a leading electronics company in South Korea, LG Electronics has differentiated its mobile phone business through a long-term collaboration with Prada since 2007. Along with a series of Prada brand luxury mobile phones, LG Electronics also introduced tablet PC's for the luxury market in 2012.

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