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NEWS BRIEFS

Private jets, Asia, Tesla and Instagram – News briefs

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Tesla's model S

By STAFF REPORTS

Today in luxury marketing:

General dynamics tops profit estimates on luxury jets



General Dynamics Corp., the third-largest Pentagon contractor, raised its 2014 profit forecast after cost cuts and private jet deliveries helped push quarterly earnings past analysts' estimates, according to Bloomberg BusinessWeek.

Click here to read the entire article on Bloomberg BusinessWeek

The Asian luxury market is stumbling

Protests in Hong Kong, an economic slowdown and anti-corruption drive in China and a coup in Thailand: Asia is no longer a market of constant growth for luxury goods firms, per Business Insider.

Click here to read the entire article on Business Insider

Daimler sells its 4pc stake in Tesla

Daimler AG said it has sold its remaining 4 percent stake in electric car maker Tesla Motors Inc. for a gain of \$780 million, in a move that comes as the German auto maker is trying to build a battery making venture in its home country, The Wall Street Journal reports.

Click here to read the entire article on The Wall Street Journal

Inside Instagram's secret barter economy influencers swap photos for helicopter rides and Champagne

Instagram is quietly becoming a platform for an underground barter economy where posts are swapped for goods and services from high-end brands hoping to attract millennials and cashed-up consumers, says Adweek.

Click here to read the entire article on Adweek

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