

NEWS BRIEFS

## Tesla, Herms, luxury hotels and Amazon – News briefs

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*Amazon go is an example of the synergy between mobile and physical retail*

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By STAFF REPORTS

### [SEC sue Tesla's Musk for fraud, seek to bar him as director](#)

The U.S. Securities and Exchange Commission on Sept. 27 accused Tesla Inc. chief executive Elon Musk of fraud and sought to ban him as a director of a public company, saying he made a series of "false and misleading" tweets about potentially taking the electric car company private, says Reuters.

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### [Herms' anti-marketing marketing](#)

The French luxury giant has built a \$6 billion business without a marketing department, says Business of Fashion.

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### [The luxury hotels America's wealthy and powerful call home](#)

After more than a year, finance executive Robert Wolfangel, his wife Jaime and their cats Tiki and Cody have just moved out of their Philadelphia hotel room, says Wall Street Journal.

[Click here to read the entire story on WSJ](#)

### [Amazon to open a new "4-star" physical store concept in New York](#)

Amazon.com Inc. opened a new store in New York City on Sept. 27 featuring top-selling and highly rated products, the online retailer's latest effort at physical stores, where most consumer spending still occurs, says Bloomberg.

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