

## The Luxury Strategy Break The Rules Of Marketing To Build Luxury Brands

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New terms qualifying luxury regularly appear such as 'premium', 'ultra-premium' and 'hyperlux'. Today, luxury is everywhere - but if everything is 'luxury' then surely the term itself has no meaning? What really is a luxury product, a luxury brand or a luxury company? The Luxury Strategy is a definitive new work that sets the record straight. Luxury is as old as humanity and it is only by a thorough understanding of the genuine concept, that it is possible to define a rigorous set of rules ...

The Luxury Strategy: Break the Rules of Marketing to Build ...

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The Luxury Strategy

Luxury experts Jean-Noel Kapferer and Vincent Bastien provide the first rigorous blueprint for effectively managing luxury brands and companies at the highest level. The new edition of The Luxury Strategy includes more information about digital strategy, globalization, sustainable development and why luxury brands are resilient to recessions. It analyzes in depth the essence of luxury, highlights its managerial implications and rationalizes the highly original methods □ often very far from ...

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The Luxury Strategy - Kogan Page

The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands Jean-Noel Kapferer, Vincent Bastien Luxury is in fashion and is now to be found in almost every retail, manufacturing and service sector. New terms like "mass-luxury," "new luxury" and "hyper luxury" attempt to qualify luxury.

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