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luxury brand. Jean-Noël Kapferer holds an MBA from HEC Paris and a PhD from Northwestern University USA. He directs executive seminars on luxury all around the world. Vincent Bastien is one of the most experienced senior managers in luxury ...

The Luxury Strategy

In this book, renowned luxury and branding expert Jean-Noël Kapferer (author of the classic *New Strategic Brand Management* and co-author of bestseller *The Luxury Strategy*) offers a collection of carefully chosen new and popular essays that address issues relating to luxury growth. He provides answers to questions such as: how fast should a firm grow and where in the world should it do so, how much volume should a brand sell, and when does saturation

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A well complemented edition to Kapferer and Bastian ' s (2012) " Luxury Strategy " reference book for managing international luxury brands, " Kapferer on Luxury " , is not only a cutting edge informative read for executives and owners of luxury brands, but also for anybody interested in acquiring in-depth knowledge of the luxury sector.

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The Luxury Strategy: Break the Rules of Marketing to Build ...
Kapferer on Luxury offers a collection of carefully curated new and popular articles from the world-renowned and undisputed luxury marketing and branding expert Jean-Noël Kapferer. He shares numerous insights and foresights on how the luxury goods sector is changing to arm the reader with strategies to achieve sustainable growth.

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Each chapter addresses a specific issue relating to the luxury growth challenge such as sustaining the 'luxury dream', adapting the internet to luxury demands, re-widening the gap with premium brands' competition, facing the demand of the Chinese clients, the

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importance of non-delocalization, rising sustainable quality and experiential standards, developing real luxury services and managing luxury brands within groups without diluting their equity and more. As such, Kapferer on Luxury is the ...

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Description. Discover the secrets to successful luxury brand management with this bestselling guide written by two of the world's

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leading experts on luxury branding, Jean-Noel Kapferer and Vincent Bastien, providing a unique blueprint for luxury brands and companies. Having established itself as the definitive work on the essence of a luxury brand strategy, this book defines the differences between premium and luxury brands and products, analyzing the nature of true luxury brands and turning ...

The Luxury Strategy : Jean-Noel Kapferer : 9780749464912
Having an engineering background and being far from the studies of luxury branding and marketing, I still found the book a very interesting read and I believe that some of the anti-laws of marketing described by Kapferer can definitely be used in other product strategies (different from the luxury market).

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From there, however, Kapferer and Bastien swerve in and out of offering useful information--such as graphs and charts that explain the structure of the traditional luxury business model--and ...

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