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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 occur?

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of luxury' (Kapferer, 2014, 2015) is ideological and purposeful. In reality though, art produces single pieces, and money is not the issue, whereas luxury produces handbags, cars and watches.

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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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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 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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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).

### **Kapferer on Luxury: How Luxury Brands can Grow Yet Remain ...**

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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