



# The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands

By Jean-Noël Kapferer, Vincent Bastien

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## **The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands** By Jean-Noël 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. But if everything is luxury then surely the term itself has no meaning! There is confusion today about what really makes a luxury product, a luxury brand or a luxury company.

*The Luxury Strategy* analyzes in depth the essence of luxury, highlights its managerial implications and rationalizes the highly original methods – often very far from the usual marketing strategies – used to transform small family businesses such as Ferrari, BMW, Louis Vuitton, Cartier, Chanel, Armani or Ralph Lauren into worldwide successes.

*The Luxury Strategy* clarifies the difference between "premium," "fashion," and "luxury," and sets out the counter-intuitive rules for successfully marketing luxury goods and services.

Luxury experts Jean-Noel Kapferer and Vincent Bastien provide the first rigorous blueprint for effectively managing luxury brands and companies at the highest level, including human resources and financial management.

Finally, *The Luxury Strategy* unveils how in any market, including B to B, a company can learn from luxury strategies to differentiate itself profitably.

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**The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands** By Jean-Noël Kapferer, Vincent Bastien Bibliography

- Sales Rank: #244726 in Books
- Brand: Brand: Kogan Page
- Published on: 2009-02-01
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 9.60" h x 1.17" w x 6.32" l, 1.44 pounds
- Binding: Hardcover
- 384 pages

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About the Author

**Jean-Noël Kapferer** is an expert on brand management. His book *The New Strategic Brand Management* is a key reference work for MBA programs worldwide. He holds the Pernod-Ricard Chair on Prestige and Luxury Management at HEC Paris. Also a consultant, he is a member of the board of a major luxury brand, and he frequently gives executive seminars on luxury in China, the US, Japan, Korea and India. **Vincent Bastien** is one of the most experienced senior managers in the luxury business. Formerly MD of Louis Vuitton Malletier and CEO of Yves Saint Laurent Parfums, he has held senior posts at some of the world's most respected luxury brands. He is now Affiliate Professor at HEC Paris, where he teaches Strategy in Luxury.

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