



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

By Jean-Noël Kapferer, Vincent Bastien

[Download now](#)

[Read Online](#) 

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.

 [Download The Luxury Strategy: Break the Rules of Marketing ...pdf](#)

 [Read Online The Luxury Strategy: Break the Rules of Marketin ...pdf](#)

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

By Jean-Noël Kapferer, Vincent Bastien

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.

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: 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



[Download The Luxury Strategy: Break the Rules of Marketing ...pdf](#)



[Read Online The Luxury Strategy: Break the Rules of Marketin ...pdf](#)

Download and Read Free Online The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands By Jean-Noël Kapferer, Vincent Bastien

Editorial Review

Review

"[H]ighly recommended for any basic business collection" - *Midwest Book Review*

"[A]ctionable information and advice. If you market luxury products, or want to, *The Luxury Strategy* should be on your bookshelf." -- Roger Dooley, Neurosciencemarketing.com

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.

Users Review

From reader reviews:

Marie Michael:

Do you certainly one of people who can't read gratifying if the sentence chained within the straightway, hold on guys this kind of aren't like that. This *The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands* book is readable by simply you who hate those straight word style. You will find the details here are arrange for enjoyable studying experience without leaving even decrease the knowledge that want to give to you. The writer of *The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands* content conveys the idea easily to understand by most people. The printed and e-book are not different in the content material but it just different by means of it. So , do you nonetheless thinking *The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands* is not loveable to be your top list reading book?

Dolores Parker:

The particular book *The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands* will bring you to definitely the new experience of reading any book. The author style to clarify the idea is very unique. If you try to find new book to study, this book very appropriate to you. The book *The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands* is much recommended to you to see. You can also get the e-book from your official web site, so you can more easily to read the book.

Yolanda Matlock:

Spent a free time to be fun activity to try and do! A lot of people spent their sparetime with their family, or their particular friends. Usually they performing activity like watching television, going to beach, or picnic inside the park. They actually doing ditto every week. Do you feel it? Do you wish to something different to fill your current free time/ holiday? May be reading a book could be option to fill your totally free time/ holiday. The first thing you ask may be what kinds of publication that you should read. If you want to try out look for book, may be the e-book untitled The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands can be excellent book to read. May be it can be best activity to you.

Judy Martinez:

Many people said that they feel weary when they reading a publication. They are directly felt the item when they get a half elements of the book. You can choose often the book The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands to make your own personal reading is interesting. Your current skill of reading proficiency is developing when you just like reading. Try to choose very simple book to make you enjoy you just read it and mingle the impression about book and studying especially. It is to be 1st opinion for you to like to open a book and go through it. Beside that the guide The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands can to be your friend when you're experience alone and confuse in doing what must you're doing of this time.

Download and Read Online The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands By Jean-Noël Kapferer, Vincent Bastien #03RZVQYXFKG

Read The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands By Jean-Noël Kapferer, Vincent Bastien for online ebook

The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands By Jean-Noël Kapferer, Vincent Bastien Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands By Jean-Noël Kapferer, Vincent Bastien books to read online.

Online The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands By Jean-Noël Kapferer, Vincent Bastien ebook PDF download

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

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

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

03RZVQYXFKG: The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands By Jean-Noël Kapferer, Vincent Bastien