



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

By Jean-Noël Kapferer, Vincent Bastien

 Download

 Read Online

 Get Print Book

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: 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:

Verna Smith:

This *The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands* book is absolutely not ordinary book, you have after that it the world is in your hands. The benefit you receive by reading this book is usually information inside this e-book incredible fresh, you will get info which is getting deeper anyone read a lot of information you will get. That *The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands* without we comprehend teach the one who studying it become critical in imagining and analyzing. Don't be worry *The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands* can bring when you are and not make your tote space or bookshelves' become full because you can have it with your lovely laptop even phone. This *The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands* having fine arrangement in word and also layout, so you will not experience uninterested in reading.

Sharon Broome:

Reading a book tends to be new life style within this era globalization. With reading you can get a lot of information that will give you benefit in your life. Along with book everyone in this world may share their idea. Ebooks can also inspire a lot of people. A lot of author can inspire their very own reader with their story as well as their experience. Not only situation that share in the ebooks. But also they write about the data about something that you need example of this. How to get the good score toefl, or how to teach your sons or daughters, there are many kinds of book which exist now. The authors these days always try to

improve their talent in writing, they also doing some study before they write to the book. One of them is this The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands.

Ruby Martinez:

A lot of people always spent their particular free time to vacation as well as go to the outside with them household or their friend. Were you aware? Many a lot of people spent that they free time just watching TV, as well as playing video games all day long. If you wish to try to find a new activity that is look different you can read some sort of book. It is really fun to suit your needs. If you enjoy the book you read you can spent the whole day to reading a guide. The book The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands it doesn't matter what good to read. There are a lot of folks that recommended this book. These people were enjoying reading this book. In the event you did not have enough space to create this book you can buy the e-book. You can m0ore very easily to read this book from the smart phone. The price is not too costly but this book provides high quality.

Francisco Garcia:

Do you like reading a reserve? Confuse to looking for your best book? Or your book seemed to be rare? Why so many query for the book? But any kind of people feel that they enjoy regarding reading. Some people likes reading through, not only science book and also novel and The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands as well as others sources were given expertise for you. After you know how the good a book, you feel would like to read more and more. Science publication was created for teacher or maybe students especially. Those ebooks are helping them to bring their knowledge. In different case, beside science e-book, any other book likes The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands to make your spare time a lot more colorful. Many types of book like this one.

Download and Read Online The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands By Jean-Noël Kapferer, Vincent Bastien #NLGUBV0QA9X

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 download, 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