



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

By Jean-Noël Kapferer, Vincent Bastien

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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, causing confusion today about what really makes a luxury product, a luxury brand or a luxury company.

Luxury experts Jean-Noel Kapferer and Vincent Bastien provide the first rigorous blueprint for effectively managing luxury brands and companies at the highest level. The new edition of *The Luxury Strategy* includes more information about digital strategy, globalization, sustainable development and why luxury brands are resilient to recessions. It 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 rationalizes those business models which have achieved profitability, while sustaining the luxury status of their brands, and sets out the counter-intuitive rules for successfully marketing luxury goods and services.

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Editorial Review

Review

"This well-written, comprehensive volume on managing luxury products is a blueprint for successfully navigating what many marketers have found to be a treacherous path. ...Abundant examples enhance the text. All components of the marketing mix are explored in terms of how they should be applied to luxury brands ...**Summing Up:** Highly recommended. Practitioners, students at all levels, general readers, and researchers." --**CHOICE**

Praise for the previous edition:

"[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**

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Marketing professionals, brand managers, CEOs, business students

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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