



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

*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. 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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