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The Luxury Strategy Break The Rules Of Marketing To Build Luxury Brands

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~~The Luxury Strategy by Vincent BASTIEN~~

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New terms qualifying luxury regularly appear such as 'premium', 'ultra-premium' and 'hyperluxe'. Today, luxury is everywhere - but if everything is 'luxury' then

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The Luxury Strategy

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 ...

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The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands Jean-Noel 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.

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