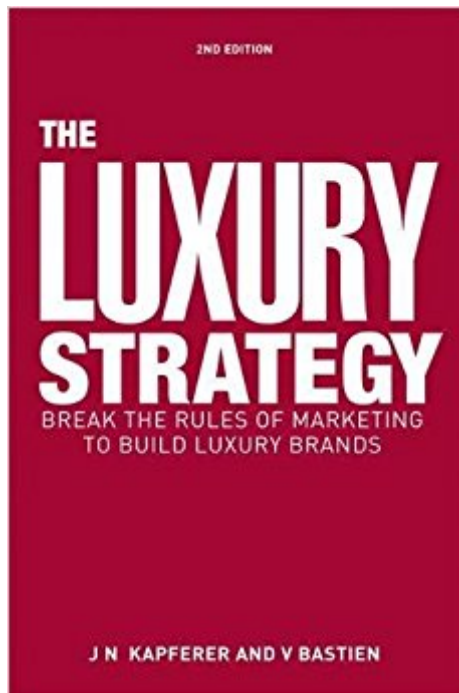




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The Luxury Strategy: Break The Rules Of Marketing To Build Luxury Brands



Synopsis

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. The 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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Customer Reviews

"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 "[H]ighly recommended for any basic business collection" --Midwest Book Review
" [A] very intriguing book that can generate passionate discussions...an original and competent point of view on luxury marketing." --BrandunIQ Marketing professionals, brand managers, CEOs, business students

"[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

The gold standard for books on the subject of luxury. Informs you of many industry secrets and very clearly written. Highly recommended. The only book you really need on the subject.

Very good book to read, and to keep handy on your shelf if you work for the luxury industry (or have to deal with it). The coverage of digital for the luxury industry is a bit on the safe side, maybe too much so. If you're expecting insights on how to move the needle on the matter, I'm afraid you won't find it here. But I'd say, this book is pretty much a standard on its overall subject, nonetheless.

Very good book, opens new perspectives on Marketing and management in luxury, which was a useful perspective for me coming from Consumer Goods.

very easy read! it covers definition of luxury to sustainable development in luxury. I think some of the examples are a little outdated but still very insightful read.

Excellent book has all in depth elements of luxury branding, changed my outlook to life ... one of my best books

I have used this book in the classroom as the primary 'text' as well as recommended this book for use in business real-world practice. It is very good for either purpose. The students enjoyed the 'text' as it is comprehensive, easy-to-read for the international student who is ESL, and provocative in thought as it challenges the reader to think outside the typical marketing 4P's structure. For practice, it provides enough theory to answer the 'why' while giving good examples that provide the application. I will - and am - definitely using this book again as well as continuing to recommend it. I

have looked at a number of books that could be used in a classroom setting and this one is, by far, the best. This book is a keeper that will stay on a marketer's shelf - for future reference - for a long time.

very good and useful book. admiration.

The topic of luxury is very broad and because it covers so many sectors, it is difficult to comprehend. I found this book very informative and poses diverging views of luxury strategies and anti-strategies used in marketing. It is helpful in explaining how luxury fits into the global economy and how luxury industry standards define luxury products and experiences. Before reading this book I had a view of luxury being in the hands of the rich and out of reach for most people. However, after reading it, I found that the rare, elusive, quality and timeless values, which are the core essentials to the luxury trade, relate to all walks of life. You don't have to be a billionaire to appreciate quality and a job well done.

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