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Luxury How Luxury

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Kapferer on Luxury offers a selection of the most recent and insightful articles and original essays on the luxury growth challenge from Jean-Noël Kapferer, a world-

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Rare renowned luxury analyst. Each chapter addresses a specific issue relating to the luxury growth challenge such as sustaining the 'luxury dream', adapting the internet to luxury demands, re-widening the gap with premium brands' competition, and the importance of non-delocalization.

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

Jean-Noël Kapferer Pierre V alette-Florence ,

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Revue (2016), "Beyond rarity: the paths of luxury desire. How luxury brands grow yet How luxury brands grow yet remain desirable", Journal of Product ...

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luxury brand. Jean-Noël Kapferer holds an MBA from HEC Paris and a PhD from Northwestern University USA. He directs executive seminars on luxury all around the world. Vincent Bastienis one of the most experienced senior managers in luxury ...

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The Luxury Strategy

In this book, renowned luxury and branding expert Jean-Noël Kapferer (author of the classic *New Strategic Brand Management* and co-author of bestseller *The Luxury Strategy*) offers a collection of carefully chosen new and popular essays that address issues relating to luxury growth. He provides answers to questions such as: how fast should a firm grow and where in the world should it do so, how much volume should a brand sell, and when does saturation occur?

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Grow Yet Remain ...

of luxury' (Kapferer, 2014, 2015) is ideological and purposeful. In reality though, art produces single pieces, and money is not the issue, whereas luxury produces handbags, cars and watches.

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A well complemented edition to Kapferer and

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Bastian's (2012) "Luxury Strategy" reference book for managing international luxury brands, "Kapferer on Luxury", is not only a cutting edge informative read for executives and owners of luxury brands, but also for anybody interested in acquiring in-depth knowledge of the luxury sector.

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

Kapferer on Luxury offers a collection of carefully curated new and popular articles from the world-renowned and undisputed luxury marketing and branding expert Jean-Noël

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Rapf Kapferer. He shares numerous insights and foresights on how the luxury goods sector is changing to arm the reader with strategies to achieve sustainable growth.

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Each chapter addresses a specific issue relating to the luxury growth challenge such as sustaining the 'luxury dream', adapting the internet to luxury demands, re-widening the gap with premium brands' competition, facing the demand of the Chinese clients, the importance of non-delocalization, rising

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Rare sustainable quality and experiential standards, developing real luxury services and managing luxury brands within groups without diluting their equity and more. As such, Kapferer on Luxury is the ...

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**Amazon.co.uk:Customer reviews: Kapferer on
Luxury: How ...**

Description. Discover the secrets to successful luxury brand management with this bestselling guide written by two of the world's leading experts on luxury branding, Jean-Noel Kapferer and Vincent Bastien, providing a unique blueprint for luxury brands and companies. Having established itself as the definitive work on the essence of a luxury brand strategy, this book defines the differences between premium and luxury brands and products, analyzing the nature of true luxury brands and turning ...

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**The Luxury Strategy : Jean-Noel Kapferer :
9780749464912**

Having an engineering background and being far from the studies of luxury branding and marketing, I still found the book a very interesting read and I believe that some of the anti-laws of marketing described by Kapferer can definitely be used in other product strategies (different from the luxury market).

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Rare From there, however, Kapferer and Bastien swerve in and out of offering useful information--such as graphs and charts that explain the structure of the traditional luxury business model--and ...

This book addresses the No 1 challenge of all major luxury brands today: How can these brands pursue their growth yet remain luxury? How do you reconcile growth and rarity? Kapferer on Luxury offers a selection of the most recent and insightful articles and

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Original essays on the luxury growth challenge from Jean-Noël Kapferer, a world-renowned luxury analyst. Each chapter addresses a specific issue relating to the luxury growth challenge such as sustaining the 'luxury dream', adapting the internet to luxury demands, re-widening the gap with premium brands' competition, and the importance of non-delocalization. It also explores in detail facing the demand of the Chinese clients, rising sustainable quality and experiential standards, developing real luxury services and managing luxury brands within groups without diluting their equity

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Rare and more. As such, Kapferer on Luxury is the perfect and timely resource for luxury executives, communication managers, luxury observers and advanced students willing to deepen their understanding of this major luxury challenge.

The *Luxury Strategy*, written by two world experts on the subject, provides the first rigorous blueprint for the effective management of luxury brands and companies at the highest level. It rationalizes those business models that have achieved profitability and unveils the original

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Methods that were used to transform small family businesses such as Ferrari, Louis Vuitton, Cartier, Chanel, Armani, Gucci, and Ralph Lauren into profitable global brands. By defining the differences between premium and luxury brands and products, analysing the nature of true luxury brands and turning established marketing 'rules' upside down, it has established itself as the definitive work on the essence of a luxury brand strategy. This fully revised second edition of The Luxury Strategy explores the diversity of meanings of 'luxury' across different markets. It also now includes a section on

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Marketing and selling luxury goods online and the impact of social networks and digital developments, cementing its position as the authority on luxury strategy.

Presenting some of the most significant research on the modern understanding of luxury, this edited collection of articles from the Journal of Brand Management explores the complex relationships consumers tie with luxury, and the unique characteristics of luxury brand management. Covering the segmentation of luxury consumers worldwide, the specificity of luxury management, the

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Rare of sustainability for luxury brands and major insights from a customer point of view, *Advances in Luxury Brand Management* is essential reading for upper level students as well as scholars and discerning practitioners.

This fascinating book shows that neither managers nor consumers completely control branding processes - cultural codes constrain how brands work to produce meaning. Placing brands firmly within the context of culture, it investigates these complex foundations. Topics covered include: the role of

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Rare consumption brand management corporate branding branding ethics the role of advertising. This excellent text includes case studies of iconic international brands such as LEGO, Nokia and Ryanair, and analysis by leading researchers including John M.T. Balmer, Stephen Brown, Mary Jo Hatch, Jean-Noël Kapferer, Majken Schultz, and Richard Elliott. An outstanding collection, it will be a useful resource for all students and scholars interested in brands, consumers and the broader cultural landscape that surrounds them.

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Rare This groundbreaking fashion branding and management text brings an analytical business dimension to the marketing and corporate techniques of the luxury fashion goods industry. It will make engaging reading for anyone who wishes to learn about the captivating business of turning functional products into objects of desire.

The luxury market has transformed from its traditional conspicuous consumption model to a new experiential luxury sensibility that is marked by a change in how consumers define luxury. In a global context, it is crucial to

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Understand why consumers buy luxury, what they believe luxury is, and how their perception of luxury value impacts their buying behavior. This handbook aims to provide a holistic approach to luxury marketing with respect to the characteristics and the key challenges and opportunities of luxury brand management. Therefore, the multifaceted contributions by authors from different parts of the world will offer both a research and management perspective of luxury marketing and deliver a concentrated body of knowledge with contributions from diverse elements.

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The amount and range of brand related literature published in the last fifty years can be overwhelming for brand scholars. This Companion provides a uniquely comprehensive overview of contemporary issues in brand management research, and the challenges faced by brands and their managers. Original contributions from an international range of established and emerging scholars from Europe, US, Asia and Africa, provide a diverse range of insights on different areas of branding, reflecting the state of the art and insights into future challenges. Designed

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Rare

to provide not only a comprehensive overview, but also to stimulate new insights, this will be an essential resource for researchers, educators and advanced students in branding and brand management, consumer behaviour, marketing and advertising.

Meta-Luxury sets out to define the ultimate meaning of true luxury, exploring it as both a culture and business model. Through the concept of Unique Achievement and the drivers of Craftsmanship, Focus, History and Rarity, the authors examine what is at the heart of true luxury through a unique series of

Where To Download Kapferer On Luxury How Luxury Brands Can Grow Yet Remain Rare Conversations.

Srun shows how the psychology of luxury brands truly plays into high value customer motivations and unlocks the potential to understand their decision processes which are unlike that of any other customer. Selling to very wealthy, demanding customers - whether you're selling luxury products or high value bespoke professional services - is a very different process to selling anything else to anyone else. Francis Srun has twenty years experience in the luxury industry, based in France, Switzerland, China and Hong Kong,

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Rare most recently with Maison Boucheron. The first step is learning how to physically embody “Luxury”. You need to look, speak, and move “Luxury”. The true luxury attitude is not submissive nor is it hauteur - it is gentle, generous and simply, truly human. Success comes from not just being professional but from building a genuinely luxury relationship with clients. To do that you need to truly understand your client. High value customers today are younger, international in outlook and residence, and increasingly from Asia. Their buying motivation is always about self-affirmation

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Rare and pleasure and never about money. The luxury customer's decision process is unlike that of other customers. While emotion is important when selling anything to anyone - with luxury selling it is paramount. Srun shows how the psychology of Brand, Product, Place, Price and Time all play a role in customer's motivations. Finally this book guides you step by step with concrete examples and useful techniques through the seven steps of luxury selling: be prepared to sell, welcome appropriately, listen genuinely, propose and present with style, meet objections with persuasion rather than

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Reputation, conclude sharply and finally gain loyalty for a long term relationship.

The definitive guide to managing a luxury brand, newly revised and updated What defines a luxury brand? Traditional wisdom suggests that it's one that's selective and exclusive—to such a degree that only one brand can exist within each retail category (automobiles, fragrances, cosmetics, etc.). But this definition is inherently restrictive, failing to take into account the way in which luxury brands today are increasingly identified as such by their

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Placement in stores and how consumers perceive them. This revised and updated edition of *Luxury Brand Management*, the first comprehensive book on luxury brand management, looks at the world of branding today. Written by two renowned insiders, the book builds on this new, broader definition of luxury and examines more than 450 internationally known brands from a wide range of industries. Packed with new information covering the financial crisis's impact on luxury brands, and looking towards a new period of growth, the book reconciles management, marketing, and creation with real-

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Real life examples and management tools that the authors have successfully used in their professional careers. Includes dedicated chapters focusing on each of the main functions of a luxury brand, including brand creation, the complexity of managing brand identity, the convergence of arts and brands, and much more Addresses the practical functions that can make or break bottom lines and affect brand perception, such as distribution, retailing, logistics, and licensing Focuses on brand life-cycle, brand identity, and licensing issues A compelling and comprehensive examination of the

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different dimensions of luxury management in various sectors, this new edition of the classic text on brand management is essential reading for anyone working with or interested in making the most of a luxury brand in the post-recession world.

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