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The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands, 2nd Edition » Free books EPUB TruePDF AZW3 PDF The Luxury Strategy, written by two world experts on luxury branding, provides the first rigorous blueprint for the effective management of luxury brands companies at the highest level.

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

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3 Luxury is a specific strategy, not to be confused with a premium or fashion strategy, even consumers sometimes lump the different kinds of companies together (Kapferer and Bastien,

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