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~~The Luxury Strategy by Vincent BASTIEN~~

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ISBN 978 0 7494 5477 7 British Library
Cataloguing-in-Publication Data A CIP record

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for this book is available from the British Library. Library of Congress Cataloging-in-Publication Data Kapferer, Jean-Noël. The luxury strategy : break the rules of marketing to build luxury brands / JeanNoël Kapferer and Vincent Bastien. p.

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Paris HEC Paris April 19 , 2010 April 19 , 2010
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The Luxury Strategy. Break the Rules of
Marketing to Build ...

The luxury strategy : break the rules of
marketing to build luxury brands / Jean-Noël
Kapferer and Vincent Bastien. p. cm ISBN
978-0-7494-5477-7 1. Luxuries--Marketing. 2.
Luxury goods industry. 3. Product management.
I. Bastien, Vincent. II. Title.
HD9999.L852K37 2009 658.8--dc22 2008034402
Typeset by Saxon Graphics Ltd, Derby

The Luxury Strategy

Luxury experts Jean-Noel Kapferer and Vincent
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fashion and is now to be found in almost
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sector. New terms like "mass-luxury," "new
luxury" and "hyper luxury" attempt to qualify
luxury.

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