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Kapferer on Luxury: How Luxury Brands Can Grow Yet Remain Rare

Jean-Noël Kapferer

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Wonderful insight into the intricacies of managing luxury brands. As a high-school student completing an independent study in the behavioral economics behind the luxury industry, this book perfectly suited my needs.
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This is a very nice read on luxury brands and how they sustain their place through unique and strong branding.

Kapferer on Luxury 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 original essays on the luxury growth challenge from Jean-Noël Kapferer, a world-renowned luxury analyst and co-author of the reference book The Luxury Strategy. 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 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 perfect and timely resource for luxury executives, communication managers, luxury observers and advanced students, willing to deepen their understanding of this major luxury challenge.

"getAbstract recommends his insights to students of economic trends as well as luxury brand investors, managers, marketers and sellers."