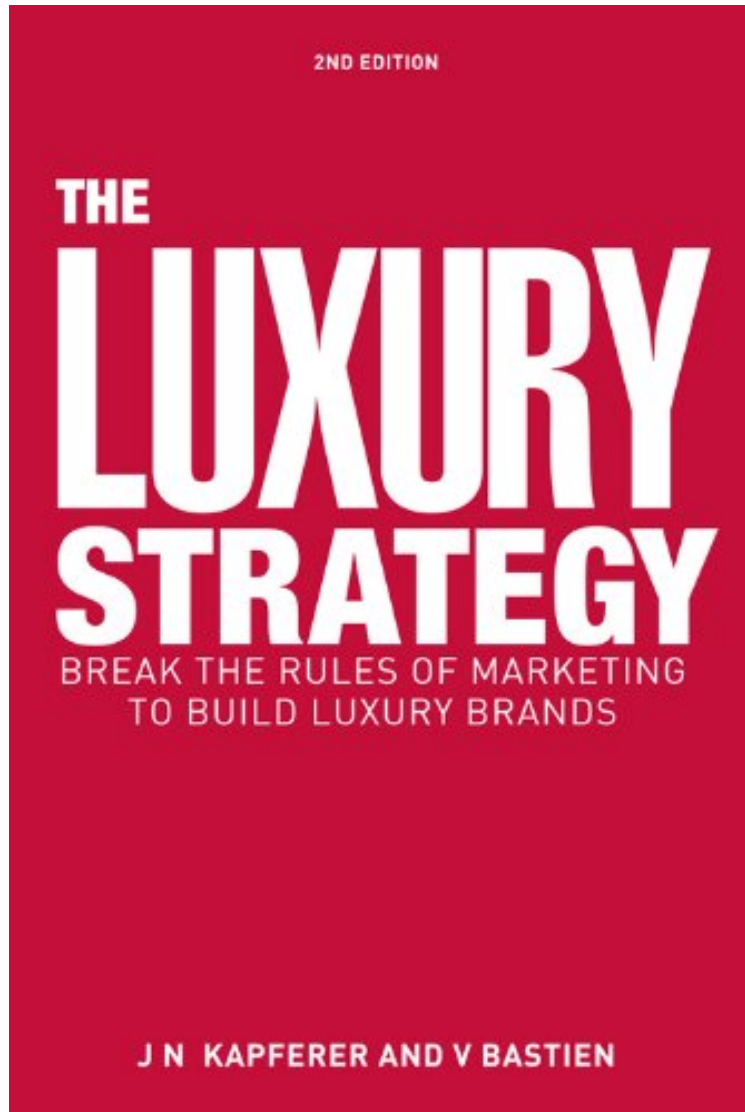


The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands

Jean-Noël Kapferer, Vincent Bastien
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Jean-Noël Kapferer, Vincent Bastien : The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands:

4 of 4 people found the following review helpful. Absolutely Amazing ~ Saved Me and My Division By Joel C. Davis
The company I worked for sold a product for an average price of \$2K We bought a foreign luxury line that sold for \$6K...same product but 3x higher price. I was the sales trainer tasked with training and convincing our 60 National Sales Reps that this product was worth 3x the price so they could then convince the customers. I spent weeks with this

book and it worked! I trained all 60 sales reps and by applying the strategies and perspectives in this book we blew our expectations away! Where as the CEO of Ford loves to see a Ford in every driveway, the CEO of Porsche gets nervous the minute he see two porches on the same street ~ that embodies luxury strategy! 5 of 5 people found the following review helpful. A thorough examination of the rules of luxury By bill cole I'm convinced; if a brand fully commits to the points made in this book, it will achieve wild success. The only catch; everyone will compromise in their execution of a luxury strategy, and that is the one thing a brand can not do if it truly wants to be a luxury brand. The essential point of the book. Operate your brand like it's a religion. Seriously, luxury is consumption raised to the level of religion. My only knock; it can read like a college-text, and some of the author's points are repeated to excess. 0 of 0 people found the following review helpful. Highly recommended. The only book you really need on the ... By J Flei 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.

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

"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