

Kapferer on Luxury

How Luxury Brands Can Grow Yet Remain Rare

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 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 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.

In an industry where rarity and exclusivity are keys to success, business growth can be both positive and negative. An unknown luxury brand with too few clients is unable to cover the considerable costs of luxury retail, but too many clients endanger the exclusivity factor and luxury experience. How fast should a firm grow and where in the world should it do so? How much volume should a brand sell? When does saturation occur? Jean-Noël Kapferer offers insights into how to address these questions and other conflicts unique to the luxury sector, along with strategies to support sustainable growth. "Kapferer on Luxury" offers a collection of carefully chosen new and popular essays by Jean-Noël Kapferer that address a specific issue relating to luxury growth. These include: sustaining the "luxury dream," the dependency on exclusivity, sustainable luxury, managing luxury brands within groups, artificialization (the process of transforming non-art into art) of luxury, and delocalization (sticking to local production).



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