

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.

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-Noel 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.



115,00 €

115,00 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780749479121

Medium: Buch

ISBN: 978-0-7494-7912-1

Verlag: Kogan Page

Erscheinungstermin: 11.04.2016

Sprache(n): Englisch

Auflage: Re-issue

Produktform: Gebunden

Gewicht: 529 g

Seiten: 240

Format (B x H): 161 x 240 mm

