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of The Luxury Strategy explores the diversity of meanings of 'luxury' across different markets. It rationalizes those business models that have achieved profitability and unveils the ...

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.

"The Luxury Strategy" has established itself as the definitive work on the essence of a luxury strategy, providing a thorough understanding of the unique (and often



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paradoxical) rules for successful luxury brand management. Completely revised and updated, the second edition of this classic text explores the diversity of meanings of "luxury" across different markets as well as the impact of social networks and digital developments on the luxury strategy. Written by two world experts on the subject, it provides a rigorous blueprint for the effective management of luxury brands and companies at the highest level, including human resources and financial management. 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

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

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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.

The definitive guide to managing a luxury brand, newly revised and updated What defines a luxury brand? Traditional wisdom suggests that it's one that's selective and exclusive—to such a degree that only one brand can exist within each retail category (automobiles, fragrances, cosmetics, etc.). But this definition is inherently restrictive, failing to take into account the way in which luxury brands today are increasingly identified as such by their placement in stores and how consumers perceive them. This revised and updated edition of *Luxury Brand Management*, the first comprehensive book on luxury brand management, looks at the world of branding today. Written by two renowned insiders, the book builds on this new, broader definition of luxury and examines more than 450 internationally known brands from a wide range of industries. Packed with new information covering the financial crisis's impact on luxury brands, and looking towards a new period of growth, the book reconciles management, marketing, and creation with real-life examples and management tools that the authors have successfully used in their professional careers. Includes dedicated chapters focusing on each of the main functions of a luxury brand, including brand creation, the complexity of managing

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brand identity, the convergence of arts and brands, and much more Addresses the practical functions that can make or break bottom lines and affect brand perception, such as distribution, retailing, logistics, and licensing Focuses on brand life-cycle, brand identity, and licensing issues A compelling and comprehensive examination of the different dimensions of luxury management in various sectors, this new edition of the classic text on brand management is essential reading for anyone working with or interested in making the most of a luxury brand in the post-recession world.

Praise for SELLING LUXURY “Geneviève and Robin have brought together their talents to create a book that gives all Sales Ambassadors the fundamentals in selling and building customer loyalty.” —Hamida Belkadi, CEO, De Beers Diamond Jewellers, USA “Selling Luxury is filled with ways of exceeding each client’s expectations through offering a service that surprises and delights.” —Aaron Simpson, Group Executive Chairman, Quintessentially What does it take to sell high-end luxury creations to the richest clients in the world? In *Selling Luxury*, Robin Lent and Geneviève Tour, with thirty years of combined experience, share their savoir-faire. You’ll also pick up tips from multi-million dollar luxury sales professionals who will help you understand the complexities of the universe of luxury. *Selling Luxury* will show you how a salesperson can acquire Sales Ambassador status by offering the impeccable service associated with the world’s most prestigious brands.

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Srun shows how the psychology of luxury brands truly plays into high value customer motivations and unlocks the potential to understand their decision processes which are unlike that of any other customer. Selling to very wealthy, demanding customers – whether you're selling luxury products or high value bespoke professional services – is a very different process to selling anything else to anyone else. Francis Srun has twenty years experience in the luxury industry, based in France, Switzerland, China and Hong Kong, most recently with Maison Boucheron. The first step is learning how to physically embody "Luxury". You need to look, speak, and move "Luxury". The true luxury attitude is not submissive nor is it hauteur – it is gentle, generous and simply, truly human. Success comes from not just being professional but from building a genuinely luxury relationship with clients. To do that you need to truly understand your client. High value customers today are younger, international in outlook and residence, and increasingly from Asia. Their buying motivation is always about self-affirmation and pleasure and never about money. The luxury customer's decision process is unlike that of other customers. While emotion is important when selling anything to anyone – with luxury selling it is paramount. Srun shows how the psychology of Brand, Product, Place, Price and Time all play a role in customer's motivations. Finally this book guides you step by step with concrete examples and useful techniques through the seven steps of luxury selling: be prepared to sell, welcome appropriately, listen genuinely, propose and present with style, meet objections with persuasion rather

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than refutation, conclude sharply and finally gain loyalty for a long term relationship.

Presenting some of the most significant research on the modern understanding of luxury, this edited collection of articles from the Journal of Brand Management explores the complex relationships consumers tie with luxury, and the unique characteristics of luxury brand management. Covering the segmentation of luxury consumers worldwide, the specificity of luxury management, the role of sustainability for luxury brands and major insights from a customer point of view, *Advances in Luxury Brand Management* is essential reading for upper level students as well as scholars and discerning practitioners.

*Meta-Luxury* sets out to define the ultimate meaning of true luxury, exploring it as both a culture and business model. Through the concept of Unique Achievement and the drivers of Craftsmanship, Focus, History and Rarity, the authors examine what is at the heart of true luxury through a unique series of conversations.

What makes someone covet a Kelly bag? Why are Cirque Du Soleil or Grey Goose so successful despite breaking all the conventions of their categories? What does Gucci's approach to marketing have in common with Nespresso's? And why do some people pay a relative fortune for Renova toilet paper or Aesop detergent even though they hardly ever 'advertise' and seem to have none of the 'functional

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performance advantages' conventional marketers would seek to demonstrate? Prestige brand experts JP Kuehlwein and Wolfgang Schaefer have dedicated themselves to studying what drives the success of prestige brands. Rethinking Prestige Branding collects their insights. Uncovering the secrets of why and how some brands are created more equal than others, Rethinking Prestige Branding includes over 100 case studies from Apple and Abercrombie & Fitch to Tate Modern and Tesla. Rather than re-telling brand success stories or re-hashing long-standing marketing principles, it takes readers on a colourful journey behind the scenes of today's marketing pros. This book will fascinate marketing professional just as much as those who are simply curious as to how premium brands tick.

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