

[MOBI] Kapferer On Luxury How Luxury Brands Can Grow Yet Remain Rare

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The Brand Challenge: Luxury branding Jean-Noël Kapferer Building luxury brands means forgetting most of the classic rules of marketing and adopting instead what are now recognized as the anti-laws of
the brand challenge: luxury branding

The luxury strategy aims at creating the highest brand value and pricing power by leveraging all intangible elements of singularity- i.e. time, heritage, country of origin, craftsmanship