



Kapferer on Luxury: How Luxury Brands can Grow Yet Remain Rare

Jean-Noël Kapferer

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In an industry where rarity and exclusivity are keys to success, business growth can be both positive and negative. In this book, renowned luxury and branding expert Jean-Noël Kapferer (author of the classic *New Strategic Brand Management* and co-author of bestseller *The Luxury Strategy*) offers a collection of carefully chosen new and popular essays that address issues relating to luxury growth. He provides answers to questions such as: how fast should a firm grow and where in the world should it do so, how much volume should a brand sell, and when does saturation occur?

Essays also address:

- The challenges of sustaining luxury
- The importance of remaining rare
- The artification of luxury
- Why luxury should not delocalize
- Adapting the luxury organization to the web
- An exploration into consumers' psychology of luxury prices
- The distinct business models of luxury brands

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