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The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands  
Second Edition by Jean-Noël Kapferer  
(Author)

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Luxury is in fashion and is now to be found in almost every retail, manufacturing and service sector. New terms like "mass-luxury," "new luxury" and "hyper luxury" attempt to qualify luxury.

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"The Luxury Strategy" explains the difference between 'premium' and 'luxury', and sets out the rules to be applied to the luxury marketing mix (the opposite of those for classic marketing).

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