

# The Luxury Strategy: Break The Rules Of Marketing To Build Luxury Brands By Jean-Noël Kapferer; Vincent Bastien

**By Jean-Noël Kapferer; Vincent Bastien**

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co-author of the forthcoming book The Luxury Strategy: Bastien, Vincent; Jean-Noël Kapferer (2009). The Luxury Strategy: Break the Rules of Marketing to Build

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Jean-Noël Kapferer is the author of The Luxury Strategy The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands by Jean-Noël Kapferer,

Kapferer, Jean-Noël. The luxury strategy: break the rules of marketing to build luxury brands, Jean-Noël Kapferer and Vincent Bastien. 2nd ed. Kogan Page, 2012.

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