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By Jean-Noël Kapferer;Vincent Bastien

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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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co-author of the forthcoming book The Luxury Strategy: Bastien, Vincent; Jean-Noel Kapferer (2009).

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