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Noel Kapferer,
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retail,
manufacturing
and service
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terms like "mass-
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"hyper luxury"
attempt to
qualify luxury.

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highlights its

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managerial
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highly original
methods - often
very far from
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as Ferrari, BMW,

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"fashion," and
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world experts on
luxury branding,
provides the
first rigorous
blueprint for
the effective
management of
luxury brands
and companies at
the highest
level.

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deconstructs the
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luxury goods and
companies,
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unique and often
paradoxical
'anti-laws' of
successful
luxury brand
management.

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all, to a large
measure luxury
is a
psychological
construct - is a
\$600 purse ten
times better
than one that
costs \$60.

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rationalizes
those business
models that have
achieved
profitability
and unveils the
original methods
that were used

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to transform
small family
businesses such
as Ferrari,
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and Ralph Lauren
into profitable
global brands.

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