

MBA 2438 Luxury Brand Management

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@book{ Kapferer_Bastien_2012, address={ London }, edition={ 2nd ed }, title={ The luxury strategy: break the rules of marketing to build luxury brands },
url={ <https://ebookcentral.proquest.com/lib/bilibrary/detail.action?docID=1000330> },
publisher={ Kogan Page }, author={ Kapferer, Jean-Noël and Bastien, Vincent },
year={ 2012 } }

@article{ Articles & reports }