

MBA 2438 Luxury Brand Management

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[1]

J.-N. Kapferer and V. Bastien, The luxury strategy: break the rules of marketing to build luxury brands, 2nd ed. London: Kogan Page, 2012 [Online]. Available: <https://ebookcentral.proquest.com/lib/bilibrary/detail.action?docID=1000330>

[2]

'Articles & reports'.