

MBA 2438 Luxury Brand Management

View Online



1.

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

2.

Articles & reports.