

Break the Rules of Marketing to Build Luxury Brands

In the competitive world of luxury branding, traditional marketing strategies often fall short. Mass advertising, celebrity endorsements, and social media campaigns may generate awareness, but they rarely create the deep emotional connection that drives true brand loyalty among affluent consumers.



The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands by Jean-Noël Kapferer

★★★★☆ 4.6 out of 5

Language : English
File size : 2191 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 409 pages



In his groundbreaking book, Break the Rules of Marketing to Build Luxury Brands, marketing expert Robert Passikoff challenges conventional wisdom and provides a fresh approach to capturing the hearts and minds of affluent consumers. Passikoff argues that luxury brands must focus on creating experiences that are exclusive, personalized, and emotionally resonant. He provides a wealth of insights and case studies that demonstrate how brands such as Chanel, Rolex, and Ferrari have successfully employed this approach to build enduring luxury brands.

Here are a few of the key insights from Break the Rules of Marketing to Build Luxury Brands:

- **Luxury is not about price.** It's about exclusivity, quality, and craftsmanship. Affluent consumers are willing to pay a premium for products and services that they perceive as being unique and special.
- **Luxury brands must create experiences.** Affluent consumers are looking for more than just products; they're looking for experiences that are memorable and emotionally engaging.
- **Personalization is key.** Affluent consumers want to feel like they're being treated as individuals. They expect brands to tailor their products and services to their specific needs and preferences.
- **Luxury brands must tell stories.** Affluent consumers are drawn to brands that have a rich history and a compelling story to tell. They want to know what makes the brand special and why it deserves their loyalty.

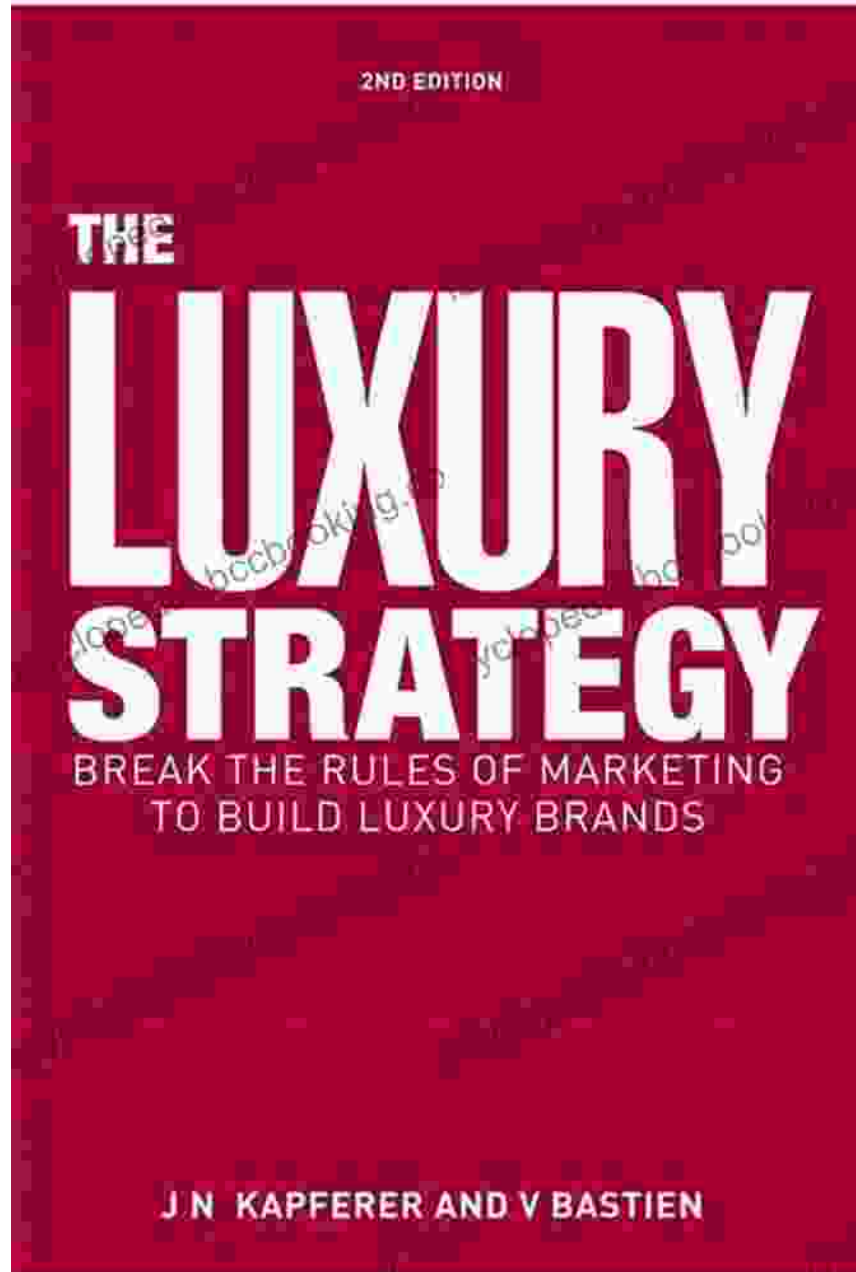
Break the Rules of Marketing to Build Luxury Brands is an essential read for anyone who wants to understand the unique challenges and opportunities of luxury branding. Passikoff's insights and case studies provide a valuable roadmap for building luxury brands that are both profitable and enduring.

About the Author

Robert Passikoff is a leading marketing expert and the founder of Brand Keys, a leading brand research and consulting firm. He is the author of several books on branding, including What Really Drives Sales? and The Alchemy of Growth.

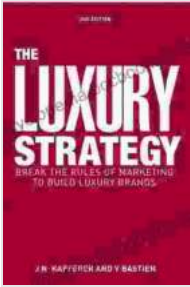
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Break the Rules of Marketing to Build Luxury Brands is available now at all major booksellers. Free Download your copy today and start building a luxury brand that will stand the test of time.

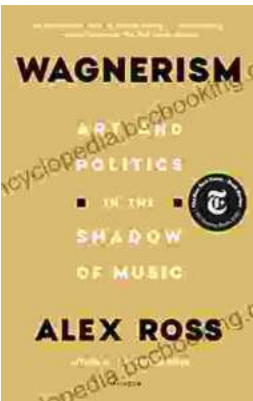


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