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Brand Asset Valuator (Young & Rubicam), Branding Tool I've Been Making My Way Through The Luxury Strategy: Break The Rules Of Marketing To Build Luxury Brands By Jean-Noël Kapferer And Vincent Bastien (see My Twitter Thread Of Highlights [...]) Oct 11, 21. Agen 2th, 2024

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The Evolution Of Luxury: Brand Management Of Luxury Brands, Old And New RayeCarol Cavender ABSTRACT This Qualitative Study Contributed To The Growing Body Of Research In Luxury Brand 3th, 2024

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FIONDA, A. M. & MOORE, C. M. 2009. The Anatomy Of  
The Luxury 1th, 2024

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The Luxury Strategy : Break The Rules Of Marketing To Build Luxury Brands / Jean-Noël Kapferer And Vincent Bastien. P. Cm ISBN 978-0-7494-5477-7 1.

Luxuries--Marketing. 2. Luxury Goods Industry. 3. Product Management. I. Bastien, Vincent. II. Title. HD9999.L852K37 2009 65 3th, 2024

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