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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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