



9781398624269

Hardback | 440 pages | £36.99

Advertising  
Business strategy  
Sales & marketing  
management

**Jean-Noël Kapferer** is an internationally recognized thought leader on brands and brand management. An Emeritus professor at HEC Paris, he has been a consultant to many European, Asian and American corporations. He is the author of international bestseller *New Strategic Brand Management*, and *Kapferer on Luxury* (published by Kogan Page). Vincent Bastien was formerly MD of Louis Vuitton Malletier and CEO of Yves Saint Laurent Parfums. He has held senior posts at some of the world's most prestigious luxury brands and was previously Affiliate Professor at HEC Paris, teaching Strategy in Luxury.

## The Luxury Strategy

### Break the Rules of Marketing to Build Luxury Brands

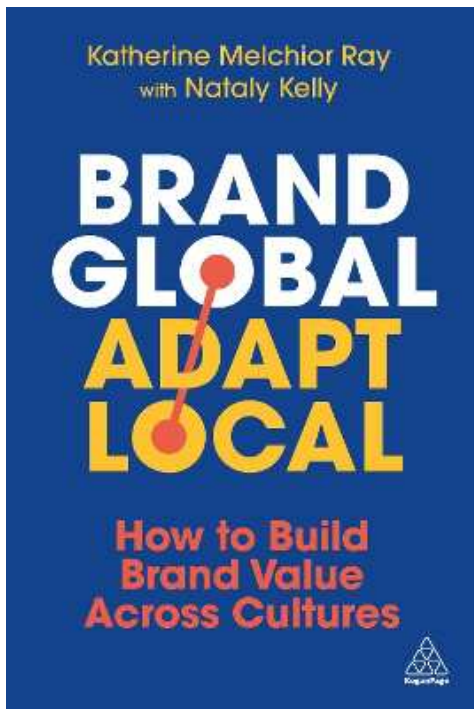
Kogan Page Ltd (John Wiley & Sons Ltd)

03 June 2025

*Deconstruct the marketing of the most successful luxury goods, brands and companies to reveal the unique and often paradoxical 'anti-laws' of successful luxury brand management, with this ground-breaking book.*

Discover the secrets to successful luxury brand management with this bestselling guide written by two of the world's leading experts on luxury branding, Jean-Noël Kapferer and Vincent Bastien, providing a unique blueprint for luxury brands and companies. Having established itself as the definitive work on the essence of a luxury brand strategy, this book defines the differences between premium and luxury brands and products, analyzing the nature of true luxury brands and turning established marketing 'rules' upside-down. Written by two world experts on luxury branding, *The Luxury Strategy* provides the first rigorous blueprint for the effective management of luxury brands and companies at the highest level, making it the perfect guide for senior executives in the luxury and branding markets as well as students studying luxury marketing and luxury brand management. This updated and revised third edition of *The Luxury Strategy* explores the diversity of meanings of 'luxury' across different markets. It rationalizes those business models that have achieved profitability and unveils the original methods that were used to transform small family businesses such as Ferrari, Louis Vuitton, Cartier, Chanel, Armani, Gucci, and Ralph Lauren into profitable global brands. Now updated with coverage of the luxification of society, the impact of artificial intelligence on the sector as well as other technologies such as the metaverse, the idea of exemplar luxury, and the relevance of luxury brands outside of the luxury market, this book has truly cemented its position as the authority on luxury strategy.

If you would like to order this title please do so either via the distributor or at [bianca@durnell.co.uk](mailto:bianca@durnell.co.uk)



9781398619715

Paperback | 264 pages | £29.99

Sales & marketing  
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Sales & marketing

**Katherine Melchior Ray** lectures on international marketing and leadership at UC Berkeley, Haas School of Business. She has over twenty-five-years experience building the world's best consumer brands at companies including Nike, Nordstrom, Louis Vuitton, Gucci, Hyatt, Shiseido and Babbel across the world including in the USA, Japan and Europe. She has guest lectured at Stanford, Wharton, Brown and Portland State University. **Nataly Kelly** is Chief Marketing Officer at Zappi, based in Boston, MA. Previously she served at HubSpot as Vice President of Marketing, Vice President of International Operations and Strategy, and Vice President of Localization.

## Brand Global, Adapt Local

### How to Build Brand Value Across Cultures

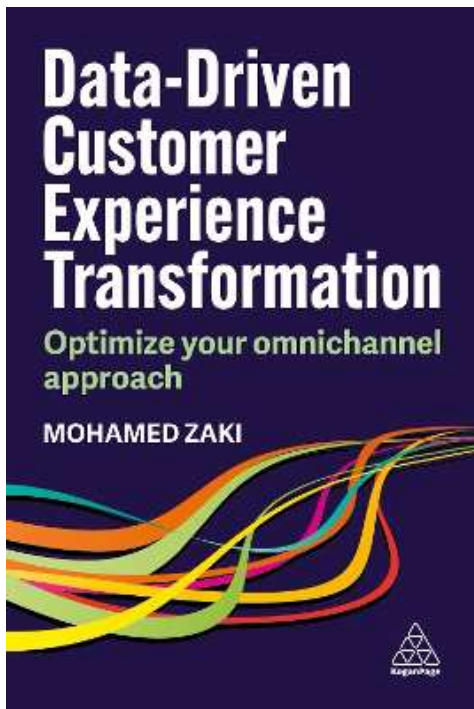
Kogan Page Ltd (John Wiley & Sons Ltd)

03 June 2025

*Build long-lasting value by crafting brands that transcend cultural boundaries through developing a deep understanding of diverse cultures and consumer preferences.*

Building global brands provides companies with access to new markets, new opportunities and new ideas that can stimulate innovation and diversify revenue streams. However, with new opportunities comes additional challenges that marketers need to navigate in order to build an international brand. If a brand wants to thrive in an international market, it needs to understand the different consumers and the nuances of the cultures in which they live. The best brands in the world do this by remaining relentlessly curious about their customers and their markets, immersing themselves in the culture and embracing new and different ways of seeing, understanding and being. Learn how to develop this global mindset and how to build this into your marketing strategy from some of the world's leading global brands such as Nike, LVMH, Nestlé, Shiseido, Natura and Marriott. This book explores the challenges these brands faced across international markets and how they balance remaining true to their brand values with creating local resonance. Covering everything from how applying cultural understanding to interpreting data delivers exceptional consumer insight to how you can localize campaigns without losing the core brand identity, this book delivers all you need to know about scaling a brand globally packed full of powerful insight from leading marketers.

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9781398617391

Paperback | 336 pages | £31.99

## Sales & marketing Business innovation

**Mohamed Zaki** is Professor at the Institute for Manufacturing, Department of Engineering, University of Cambridge and Deputy Director of Cambridge Service Alliance, a research centre that brings together the world's leading firms and academics to address digital service transformation challenges. He has consulted and lectured for over 50 organisations, including Manchester United, Caterpillar and IKEA. He is course leader for the Data-Driven Design for Customer Experience (CX) online course at Cambridge University Press and Assessment.

## Data-Driven Customer Experience Transformation

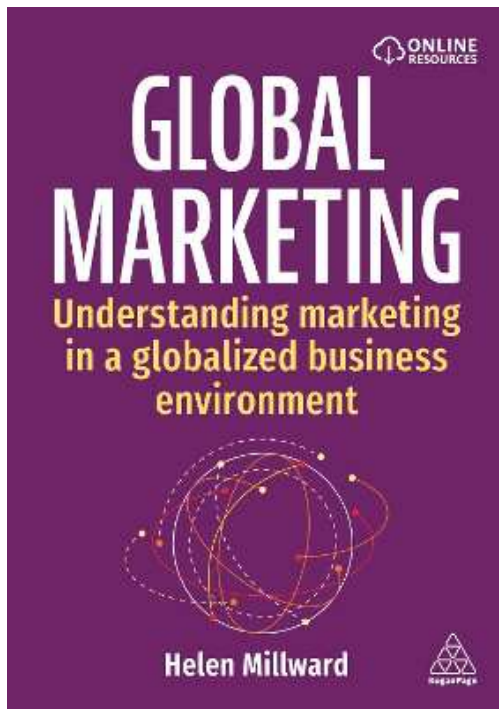
### Optimize Your Omnichannel Approach

Kogan Page Ltd (John Wiley & Sons Ltd)

03 April 2025

*Understand how to leverage data and the latest technology including AI to deliver excellent customer experiences across digital, social and physical channels.*

We are living in an experience-driven economy, where the customer's experience is paramount and even beloved brands risk losing market share due to a single negative customer experience. In our technology-led, omnichannel environment, one of the biggest risks for brands is a lack of consistency in their customer experience across digital, physical and social channels. Data-driven Customer Experience Transformation provides insights and frameworks for creating delightful customer experiences across all three channels, by leveraging data and the latest technologies. Using cutting-edge research from the Cambridge Service Alliance, at the University of Cambridge, this book explores the importance of omnichannel customer-centricity across all sectors and takes you on a journey from setting your strategy, through designing and managing your customer experiences in real-time. It explores how AI can be used to identify opportunities and predict engagement, as well as how to use data to understand customer loyalty, forge stronger customer relationships and drive growth. By combining academic rigour with real-world examples from leading companies such as Microsoft, KFC and Emirates Airline, this book is the ultimate guide to designing and implementing an exceptional data-driven customer experience across all channels, whether you work in B2B, B2C or public services.



9781398620094

Paperback | 288 pages | £44.99

## Sales & marketing management

**Helen Millward** is a lecturer in Marketing at Keele Business School, Keele University. She leads the Principles of Responsible Management Education (PRME) at Keele Business School and is a Certified Management and Business Educator (CMBE). Millward teaches Marketing at both undergraduate and postgraduate level.

## Global Marketing

### Understanding Marketing in a Globalized Business Environment

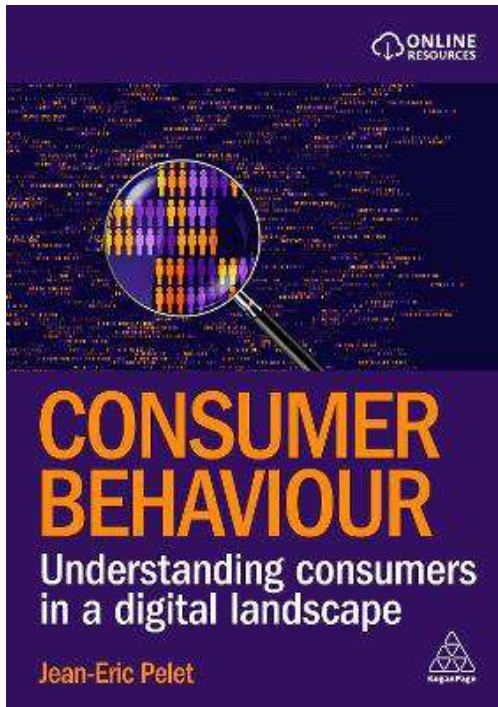
Kogan Page Ltd (John Wiley & Sons Ltd)

03 March 2025

*Understand the interconnected nature of marketing and globalization and how consumerism, communications, brands, ethics and production work in an international market.*

Global Marketing provides students with an understanding of how marketing works in today's globalized business landscape, covering key topics, theories and applications. Ideal for undergraduate students taking modules on Global Marketing, this textbook includes chapters on global communications, cultural convergence and divergence as well as production and consumption considerations. There are discussions of standardization vs differentiation, cultural universals, brand equity and the encoding of marketing messaging. Crucially, it explores these topics from multiple stakeholder perspectives, providing further insight into how theories, when used in practice, may have different implications. Features include: · Ethical considerations of marketing internationally · Theoretical debates and critiques to support critical thinking. · Learning outcomes, end of chapter exercise questions and activities for students. · Real-world examples throughout such as Disneyland, Taylor Swift and Kinder to help students to apply theoretical content within professional practice.





9781398618619

Paperback | 344 pages | £44.99

## Sales & marketing management

**Jean-Eric Pelet** is an Associate Professor at IAE Amiens (France). He leads the Consumer Behaviour teaching at Masters level at IAE Amiens, IAE Vannes, EM Normandie, PBS and EMLV. He is also a visiting professor both in France and abroad in England, Poland, Finland, Switzerland and Thailand.

## Consumer Behaviour

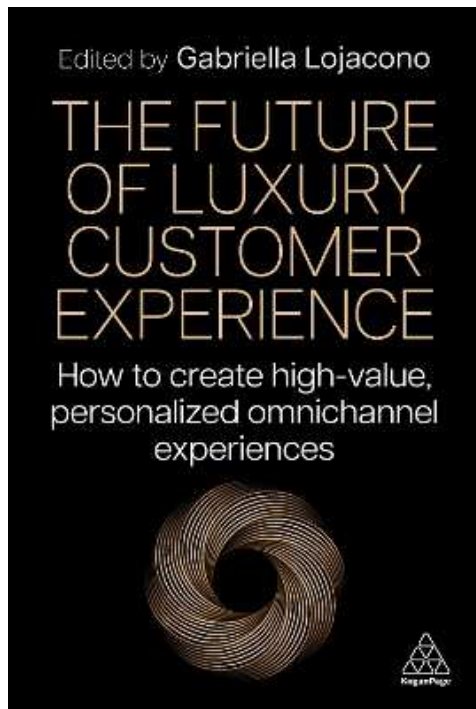
### Understanding Consumers in a Digital Landscape

Kogan Page Ltd (John Wiley & Sons Ltd)

03 March 2025

*Understand consumer behaviour in a digitalized and competitive business landscape with this engaging, practical textbook.*

With this textbook, students will learn the concepts, theories and processes of consumer behaviour and how to apply them in a digitalized and competitive business landscape. Consumer Behaviour combines theoretical underpinnings with real-world practice to provide comprehensive, up-to-date coverage of the subject. It explores how consumer behaviour has evolved with the impact of technology, personalization and sustainability on perception and decision-making. This textbook is ideal for postgraduate students taking modules on Consumer Behaviour as part of their Marketing degrees. Features include: - Chapters on the psychological and social dynamics of consumer behaviour and the scientific foundations of learning and memory in brand engagement. - Examination of the role of AR/VR and the metaverse in retail experiences, live streaming and voice commerce as well as quantum computing and the importance of good UX design. - Ethical considerations of the digital consumer landscape, including privacy and data concerns. - Learning outcomes, key terms, a glossary and exercise questions international examples throughout, to help develop critical thinking.



9781398615458

Paperback | 344 pages | £39.99

Customer services  
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management  
Business strategy

**Gabriella Lojacono** is an Associate Professor of International Management at the Department of Management and Technology of Università Bocconi and SDA Bocconi School of Management based in Milan, Italy. She is also the Director of the Executive Master in Luxury Management at SDA Bocconi.

## The Future of Luxury Customer Experience

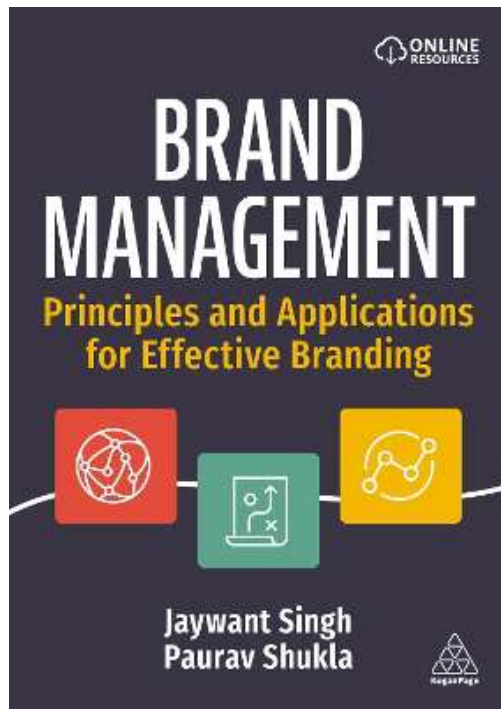
### How to Create High-Value, Personalized Omnichannel Experiences

Kogan Page Ltd (John Wiley & Sons Ltd)

03 August 2024

*Understand how to utilize the latest technology to deliver a unique omnichannel luxury customer experience that builds long-lasting loyalty.*

What is a luxury customer experience and how can luxury brands best use emerging technologies in order to create truly unique, high-end experiences for their customers? These are the questions that *The Future of Luxury Customer Experience* has been designed to answer, as it explores how luxury brands can best utilize human touch and new technologies to deliver experiences that surprise and delight customers in a truly omnichannel environment. Using case studies from world-leading luxury retailers such as Ferrari, Cartier, Audemars Piguet, Mandarin Oriental, Valentino, Bottega Veneta and many others, this book explains what makes a luxury customer experience different. Learn how luxury brands need to evolve in order to adapt to the changing landscape, using data and the latest technology to provide exceptional customer experiences whilst protecting their customer's privacy. Written by experts from the world-leading SDA Bocconi School of Management, this book provides a thorough understanding of how to create and deliver luxury customer experiences that will build long-lasting customer loyalty, as well as how these experiences can build and support brand awareness. Covering topics such as arts and culture, authenticity, inclusivity and social responsibility, the use of AI and virtual experiences, as well as how to set KPIs to evaluate success, this book provides practical advice on how to create a luxury customer experience that will deliver exceptional results.



9781398611580

Paperback | 344 pages | £36.99

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**Jaywant Singh** is Professor of Marketing and Head of Digital and Data Driven Marketing Department at Southampton Business School, University of Southampton, UK. His research is in the areas of branding and consumer behaviour. **Paurav Shukla** is Professor of Marketing and Head of Research at Southampton Business School, University of Southampton, UK. His research interests include luxury branding and marketing, cross-cultural consumer behaviour, and international marketing.

## Brand Management

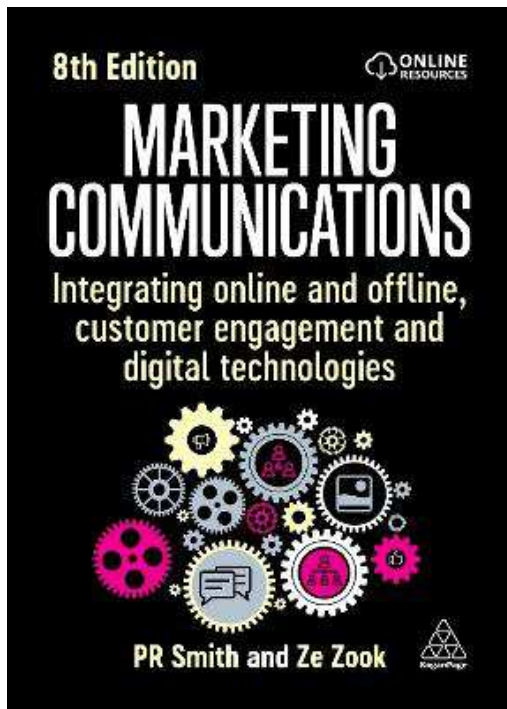
### Principles and Applications for Effective Branding

Kogan Page Ltd (John Wiley & Sons Ltd)

03 May 2024

*Learn how to build, develop and manage brands with this applied textbook which also explores the latest developments in digital branding, brand crisis and brands' responsibility.*

How are brands created? How can their value be measured? Explore these areas and more with this clear and concise brand management textbook. Brand Management combines practical and real-life applications with a range of perspectives and research insights into the theoretical, societal and socio-cultural contexts to cover all the key aspects of brand management. Exploring areas such as the key definitions and elements of branding, brand loyalty and positioning and brand communication, it offers an easy-to-follow operationalized focus on areas such as measuring brand equity, co-branding and brand architecture. Featuring case studies and examples from Uber, Guinness, Li-Ning, Arm & Hammer, Balenciaga and Netflix, Brand Management also examines new and emerging topics including managing brand crisis, brands' responsibilities and digital brand analytics. It is supported by a range of features such as learning outcomes, 'in practice' boxes, key concepts and discussion questions and online resources consisting of lecture slides, video links and an instructors' manual containing further case studies and exercises. This is an indispensable textbook for undergraduate and postgraduate students of brand management.



9781398611719

Paperback | 760 pages | £49.99

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**PR Smith** is a marketing consultant, bestselling business author and inspirational speaker. He has helped hundreds of businesses, from innovative start-ups to established blue-chip companies. He is founder of SOSTAC® Planning framework, voted in the Top 3 Business Models worldwide by the Chartered Institute of Marketing's Centenary Poll, and created the Great Sportsmanship Programme. **Ze Zook** is an integrated marketing author, lecturer, producer and consultant specializing in helping the creative industries fulfil both their missions and business goals. He is a visiting academic at Regent's University London and consults on digital marketing for private-sector

## Marketing Communications

### Integrating Online and Offline, Customer Engagement and Digital Technologies

Kogan Page Ltd (John Wiley & Sons Ltd)

03 March 2024

*Discover how to plan and implement successful marketing with this invaluable core textbook complete with in depth, integrated marketing elements throughout.*

This newly updated, carefully structured accessible textbook provides students and practitioners with the skills they need to deliver successful marketing communications in today's fast-changing hypercompetitive markets. The eighth edition of Marketing Communications continues to be a core resource covering all aspects of marketing communications from the planning stages and implementation to measuring data and campaign performance. Explore how to navigate buyer behaviour, social selling, Ad campaigns, PR campaigns, big data, marketing automation, AI, Virtual Reality and more with this comprehensive textbook. Learn through current, real-world examples from global companies such as Tesla and TikTok and explore what it takes to build a truly integrated, successful marketing communications plan. Incorporating branding, customer journeys, customer insights and more, Marketing Communications also provides in-depth content on the legal requirements you need to develop your strategy including GDPR and AI rules and regulations. This edition is packed with intriguing examples from Ed Sheeran to Ariana Grande, from FIFA to KFC, from Guinness to Google and Airbnb to Amazon. This edition looks in depth at ongoing impact of AI in all aspects of marketing communications ensuring that you have the tools necessary to reach today's time-poor customers while utilizing the latest technologies. Marketing Communications will give readers the confidence to work in an environment of constant technological transformation to create fully integrated strategies and successful campaigns.

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*Reimagining Luxury : Building a Sustainable Future for your Brand*

**Diana Verde Nieto**

Kogan Page Ltd (John Wiley & Sons Ltd) | 9781398613638

£32.99 | Paperback / softback| 272pp. | January 2024

Transform your luxury brands' culture and practices and become authentically sustainable whilst continuing to grow.



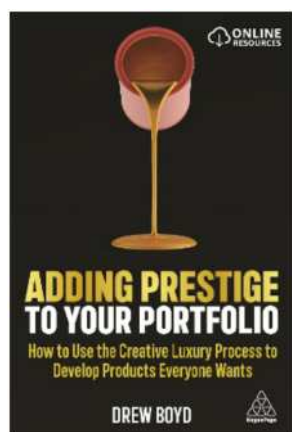
*Managing Luxury Brands : A Complete Guide to Contemporary Luxury Brand Strategies*

**Eleonora Cattaneo**

Kogan Page Ltd (John Wiley & Sons Ltd) | 9781398606401

£36.99 | Paperback / softback| 360pp. | March 2023

Understand what makes a luxury brand, how to market one successfully and the latest opportunities created by technological developments and end-to-end sustainability with this complete guide to luxury brand management.



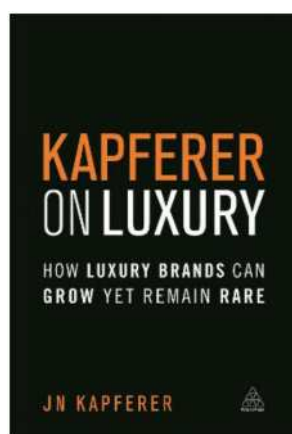
*Adding Prestige to Your Portfolio : How to Use the Creative Luxury Process to Develop Products Everyone Wants*

**Drew Boyd**

Kogan Page Ltd (John Wiley & Sons Ltd) | 9781789666090

£36.99 | Paperback / softback| 216pp. | January 2021

Create high-end products that attract new customers with this step-by-step approach that maps principles of creativity and luxury to the stages of the customer buying journey.



*Kapferer on Luxury : How Luxury Brands Can Grow Yet Remain Rare*

**Jean-Noel Kapferer**

Kogan Page Ltd (John Wiley & Sons Ltd) | 9780749474362

£31.99 | Paperback / softback| 240pp. | March 2015

Get expert insight into the unique challenges faced by the luxury sector and learn how to tackle them with this authoritative guide to luxury branding.