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Luxury Pricing  
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of luxury'  
(Kapferer, 2014,  
2015) is

ideological and

purposeful. In

reality though,

art produces.

single pieces,

and money is not

the issue,

whereas luxury

produces

handbags, cars



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their equity and  
more.As such,  
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background and  
being far from  
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and marketing, I  
still found the  
book a very  
interesting read  
and I believe  
that some of the  
anti-laws of  
marketing  
described by  
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definitely be  
used in other  
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strategies

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(different from  
the luxury  
market).  
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however,  
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offering useful information--such as graphs and charts that explain the structure of the traditional luxury business model--and ...

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