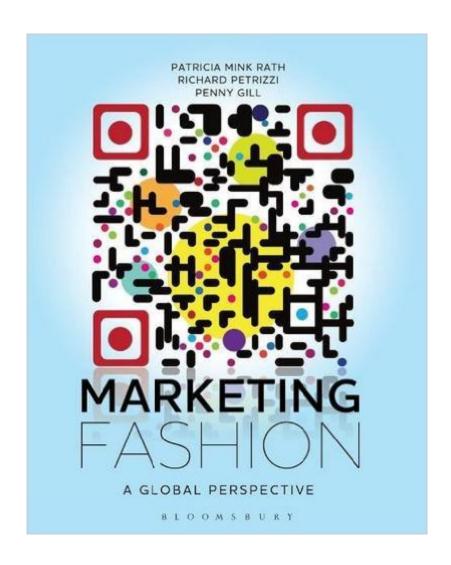
The book was found

Marketing Fashion: A Global Perspective





Synopsis

While rooted in traditional marketing principles, successful fashion marketing presents a unique set of opportunities and challenges. Marketing Fashion: A Global Perspective is the first text to engagingly present marketing theories and practices as they specifically relate to apparel, home goods, and other design-driven products. Using a variety of contemporary examples, the text details how fashion marketers develop and apply marketing strategies that meet consumer needs at a profit. Topics covered include: consumer and organizational buying behavior, market research, market segmentation, product planning and positioning, pricing, retailer relationships, and additional classic marketing theories and practices as they relate to design. In addition, Marketing Fashion explores in depth contemporary issues such as technology, social responsibility and ethics, sustainability, and globalization, and considers effective strategies for various economic climates.

Book Information

Paperback: 528 pages

Publisher: Fairchild Books (May 24, 2012)

Language: English

ISBN-10: 1609010787

ISBN-13: 978-1609010782

Product Dimensions: 7.9 x 1.3 x 10 inches

Shipping Weight: 3.6 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars Â See all reviews (4 customer reviews)

Best Sellers Rank: #205,992 in Books (See Top 100 in Books) #56 in Books > Business & Money

> International > Global Marketing #71 in Books > Business & Money > Industries > Fashion &

Textile #172 in Books > Business & Money > Industries > Retailing

Customer Reviews

This was a required text for a class. I did find it to be a useful reference, but not planning on keeping it beyond the class.

Good price and quick elivery.

Great!

Good

Download to continue reading...

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Draw in Perspective: Step by Step, Learn Easily How to Draw in Perspective (Drawing in Perspective, Perspective Drawing, How to Draw 3D, Drawing 3D, Learn to Draw 3D, Learn to Draw in Perspective) Globalization, Spirituality & Justice (Rev Ed) (Theology in Global Perspective) (Tgp-Theologoy of Global Perspective) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Marketing Fashion: A Global Perspective Back to the 80s: 1980s Fads and Fashion Coloring Book: Adult Coloring Books Fashion, 80s Coloring Book, 1980s Coloring Book, Fashion Coloring Book ... Fashion Coloring Book for Adults) (Volume 1) Global Marketing: Foreign Entry, Local Marketing, and Global Management Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing: How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) An Introduction to Theology in Global Perspective (Theology in Global Perspectives) Business to Business Marketing Management: A Global Perspective Sustainability Marketing: A Global Perspective No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for

Non-Direct Marketing Businesses

<u>Dmca</u>