

Book Fashion marketing



'Fashion Marketing' is a book of key chapter contributions from renowned academics and practitioners that addresses many of the contemporary issues facing one of the world's largest and most global of industries. **Fashion Marketing ebookee** With international contributions from the UK USA and China 'Fashion Marketing' covers all of the key themes and issues of this area * forecasting* sourcing* supply chain management (demand management)* new product development* design management* logistics* range planning* colour prediction* market testing* e-commerce* strategy Ideal for use on any undergraduate or postgraduate courses in Fashion Textiles Apparel and Retailing Management where there is a need to address the topic of fashion marketing this book will also serve as a useful informative and authoritative text for senior managers in the fashion marketing industries wanting to gain further understanding of current and future developments within the industry. **Fashion marketing and merchandising pdf** Addresses the role and function of fashion marketing as opposed to marketing applied to the fashion industryThe Global focus will aid students in gaining a greater understanding of the structure and complexity of the industryA range of well respected and international contributors Fashion Marketing: Contemporary Issues.