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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 10 inches

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

Average Customer Review: 4.7 out of 5 stars 4 customer reviews

Best Sellers Rank: #92,277 in Books (See Top 100 in Books) #28 in [Books > Business & Money > International > Global Marketing](#) #48 in [Books > Business & Money > Industries > Fashion & Textile](#) #83 in [Books > Business & Money > Industries > Retailing](#)

Customer Reviews

While rooted in traditional marketing principles, successful fashion marketing presents a unique set of opportunities and challenges. *Fashion Marketing: 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, *Fashion Marketing*

explores contemporary issues such as technology, social responsibility and ethics, sustainability and globalization in depth and considers effective strategies for various economic climates.

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Great!

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

Good price and quick delivery.

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