



Fashion Marketing: Contemporary Issues

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'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.

With international contributions from the UK, USA and China, 'Fashion Marketing' covers all of the key themes and issues of this area, including:

- * 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.

Addresses the role and function of fashion marketing as opposed to marketing applied to the fashion industry The Global focus will aid students in gaining a greater understanding of the structure and complexity of the industry

A range of well respected and international contributors

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