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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 1.3 x 10 inches

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

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## 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

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