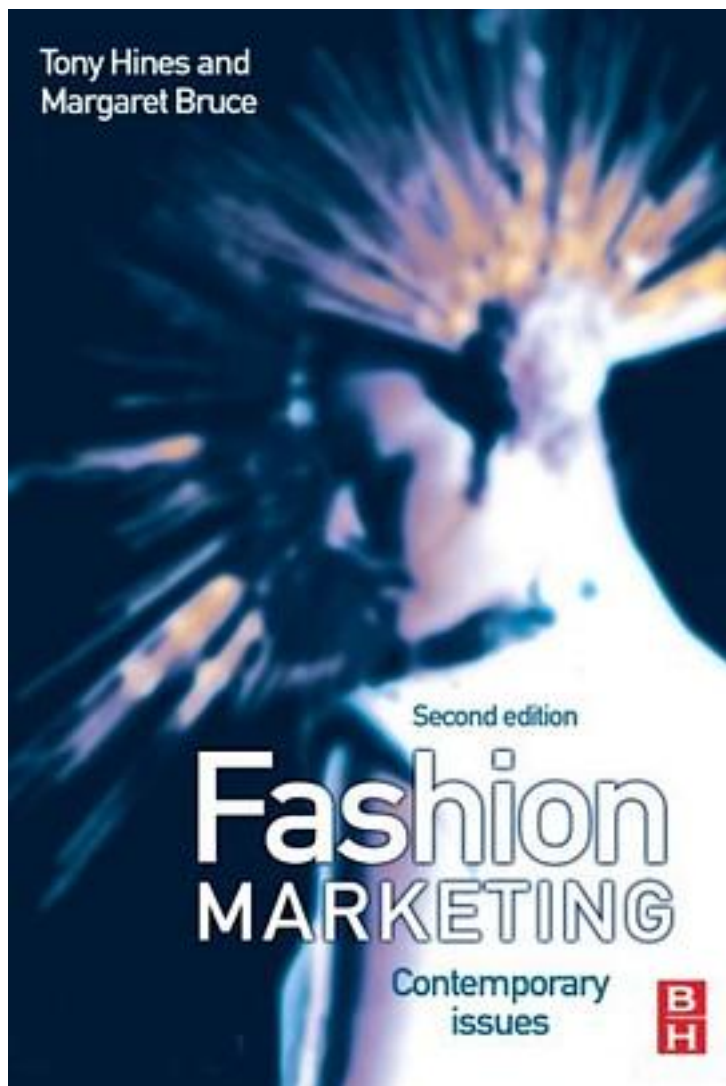


Fashion Marketing



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A collection of international contributions from renowned academics and practitioners from the UK, USA and China, the second edition of "Fashion Marketing" has been revised and expanded to incorporate the major changes in the fashion industry since 2001. This edition integrates everything on fashion marketing that a student or practitioner could ever need. Now, it covers all the key themes and issues of the area: globalization; fast fashion; luxury fashion; offshoring; business-to-business; forecasting; sourcing; supply chain management (demand management); new product development; design management; logistics; range planning; colour prediction; market testing; e-commerce; and strategy. Ideal for use on Fashion marketing and Fashion management programmes, this book will also be invaluable on any undergraduate or postgraduate courses in Fashion, Textiles, Apparel and Retailing Management. 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.

作者介绍:

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评论

写的东西不错，但干吗写的那么。。。反正读起来很不顺又眼花！

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