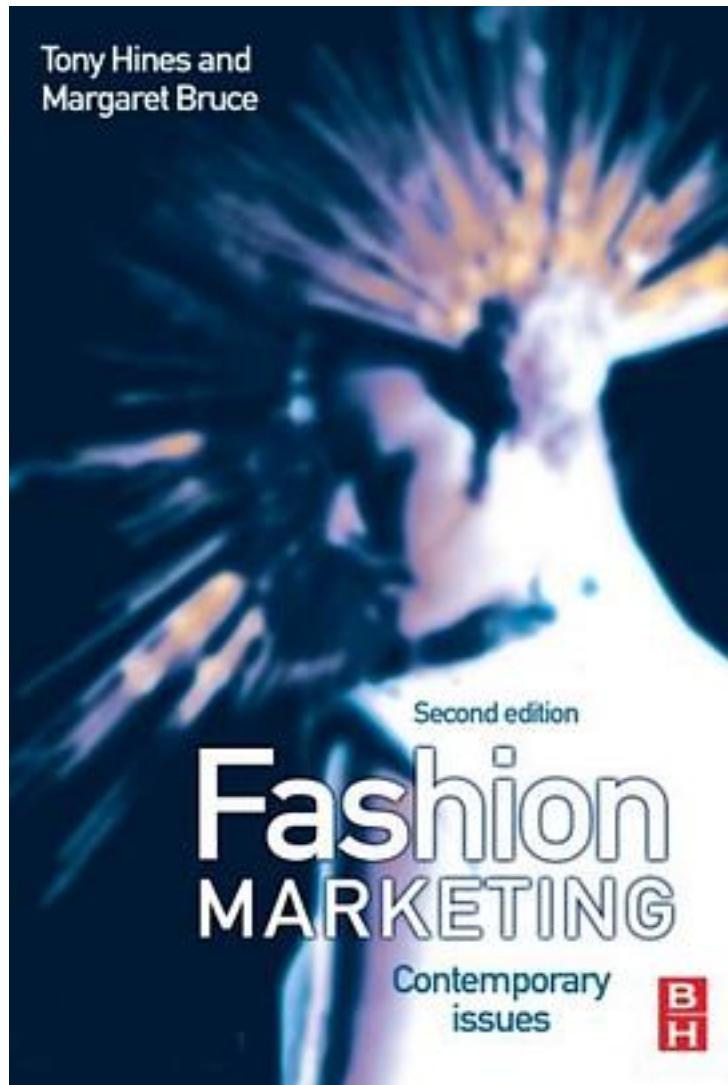


Fashion Marketing



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Fashion Marketing covers the marketing curriculum using the fashion industry as the learning vehicle. Discussing topics such as fashion cycle, fashion economics, promoting a fashion image, and technology in fashion marketing, this text gives a perspective on how marketing shapes the future of the fashion industry and possible career opportunities.

作者介绍:

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