

Marketing Fashion



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Marketing and fashion branding inform many of the strategic and creative decisions involved in fashion design and product development. Marketing is a vital component of the industry supply chain and an understanding of its importance and role is essential for those planning a career in fashion. Marketing Fashion is a practical guide to the fundamental principles of marketing and branding, from catwalk to price

calculation, developing brand identity to creating a customer profile. The book explains key theoretical concepts, and illustrates how they are applied within the global fashion and retail industry, from the heights of haute couture to the multiples of the mass market. Using examples and case studies drawn from a broad range of fashion, textile and retail businesses, students are led through the marketing process from initial consumer and market research to the creation of exciting marketing and branding campaigns. The book is designed to appeal to students at degree or foundation level as well as those contemplating a career within the fashion industry.

作者介绍:

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评论

作为一枚涉世未深的人，我觉得这本书只能算入门书……全世界的marketing书参考的理论都一样……

非常容易实用的入门书

不错。

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时尚营销的入门级读物。图文并茂。

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书评

以营运的角度去看待时尚，时尚原本就是一场商业活动。本书框架结构编排深入浅出，逻辑清晰地指出市场运作的原理，品牌效应的产生。书内的案例鲜明生动并与时俱进，展示了时尚行业目前的发展状况与动向。书中的图表清晰且有较强的实用性，是适宜在学习过程中使用的工具。整体而...

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