

(Library ebook) Fashion Marketing Communications

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Gaynor Lea-Greenwood

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Gaynor Lea-Greenwood : Fashion Marketing Communications before purchasing it in order to gage whether or not it would be worth my time, and all praised Fashion Marketing Communications:

0 of 0 people found the following review helpful. Five StarsBy Yasser Al HawajGreat book as all the information is very straightforward and to the point!0 of 1 people found the following review helpful. Fashion Marketing 101By ElifOnly good for beginners and students of fashion.

Fashion is all about image. Consequently, fashion marketing communications ndash; encompassing image management and public relations, branding, visual merchandising, publicity campaigns, handling the media, celebrity endorsement and sponsorship, crisis management etc. ndash; have become increasingly important in the fashion business. This textbook for students of fashion design, fashion marketing, communications and the media sets out all

that they need for the increasing number of courses in which the subject is a part.

it s a highly recommended read if you too want to work in fashion or even if you don t it gives great insight into the fashion through business eyes. (March 2013, Urbanoblog.com)About the AuthorGaynor Lea-Greenwood, MA, BA, is Senior Lecturer in Fashion Marketing and Buying at Manchester Metropolitan University, having worked at a senior level in the fashion industry. She is an active researcher, external examiner for UK Universities and Assistant Editor of the Journal of Fashion Marketing and Management.