

# Marketing Fashion A Global Perspective

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## BOOK DETAILS

- Author : Penny Gill
- Pages : 528 Pages
- Publisher : Fairchild Books
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## BOOK 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.

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