

Marketing Fashion Second Edition: Strategy, Branding, and Promotion for the Digital Age

The fashion industry is a rapidly changing and competitive one. In order to succeed, fashion brands need to have a strong marketing strategy in place.

Marketing Fashion Second Edition is a comprehensive guide to the marketing and promotion of fashion products and services. The book covers a wide range of topics, including:



Marketing Fashion Second Edition: Strategy, Branding and Promotion by Harriet Posner

★★★★☆ 4.7 out of 5

Language : English
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Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 556 pages



- Market research
- Brand management
- Product development
- Pricing
- Distribution
- Promotion

The book is written by a team of experts in the fashion industry, and it is packed with practical advice and real-world examples. Whether you are a fashion designer, brand manager, or marketing professional, **Marketing Fashion Second Edition** is an essential resource.

Table of Contents

- **Chapter 1: to Fashion Marketing**
- **Chapter 2: Market Research**
- **Chapter 3: Brand Management**
- **Chapter 4: Product Development**
- **Chapter 5: Pricing**
- **Chapter 6: Distribution**
- **Chapter 7: Promotion**
- **Chapter 8: The Digital Age**
- **Chapter 9: Case Studies**
- **Chapter 10:**

Reviews

"Marketing Fashion Second Edition is a must-read for anyone who wants to succeed in the fashion industry. The book is packed with practical advice and real-world examples, and it covers all the essential topics of fashion marketing." - **Forbes**

"Marketing Fashion Second Edition is an essential resource for fashion designers, brand managers, and marketing professionals. The book

provides a comprehensive overview of the fashion industry, and it offers practical advice on how to develop and implement a successful marketing strategy." - **Vogue**

About the Authors

Mary Ellen Glynn is a professor of marketing at the University of California, Berkeley. She is the author of several books on fashion marketing, including **Fashion Marketing: A Global Perspective** and **The Business of Fashion**.

Cindy Dellinger is a fashion industry consultant and the former president of the Fashion Group International. She has over 25 years of experience in the fashion industry, and she has worked with some of the world's most prestigious brands.

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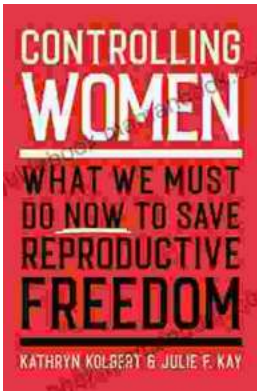
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