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Fashion Marketing Caroline Le Bon,2014-10-10 Fashion is everywhere It transcends domains and applies to almost any kind of product e g apparel cars digital devices food literature travel music house decoration and personal wellness Fashion greatly influences public interest media coverage and product success The global fashion industry is among the most important in terms of investments trade and employment despite its dependence on unpredictable demand This book focuses on the fashion apparel and accessories industry in an attempt to help managers answer the following questions Why and how do fashion products appeal to consumers despite their constantly varying attributes What specific elements and benefits of fashion influence consumers and how can companies exploit them and gain from these Which marketing strategies and tactics should companies use to increase fashion products success while communicating and managing customers image How can companies maintain customer loyalty and generate higher profits with fashion products By undertaking deep analyses of manufacturers and retailers best practices interviewing customers and companies and reviewing recent academic research on fashion marketing this book answers such questions and thus helps managers leverage the value that fashion adds to products while creating loyal customers in truly competitive fashion markets

Bibliographic Guide to Business and

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Marketing Decisions for New and Mature Products Robert D. Hisrich, Michael P. Peters, 1991 A pragmatic how to text designed for product planning courses presenting a total picture of the marketing process problems inherent in promoting products and the decision making involved This edition features a new emphasis on developing a marketing plan for the entire life of a product

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