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Packed with examples from students and professionals and fully illustrated with inspiring imagery, they offer an essential exploration of the subject. Basics Fashion Management: Fashion Promotion" "examines what's required for a twenty-first century fashion brand to make its mark and stay visible in a shifting consumer landscape.

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The global fashion industry is ever-changing and developing; its unpredictable and innovative nature excites me. I agree that what goes on behind the scenes of creating a product is just as important as the item produced, which is why fashion marketing and buying appeals to me so much. The last few years have changed the retail environment massively, sustainable fashion is something that I ...