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Tim Jackson, David Shaw

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Tim Jackson, David Shaw : Mastering Fashion Marketing (Palgrave Master Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Mastering Fashion Marketing (Palgrave Master Series):

0 of 3 people found the following review helpful. 4PSBy AphroditeThis book was quite good, describing the exact information that I wanted to find. But the thing is just that I read the wrong book, because I'm in undergraduate year.

This is the first book on the subject that combines contemporary marketing theory with analysis of operational marketing practice within the fashion industry. It contains the views of key practitioners and much original case study

material from leading fashion organizations to provide unique insights into the reality of fashion marketing.

About the Author Tim Jackson is Principal Lecturer at the London College of Fashion specialising in luxury brand management, fashion buying and marketing. Tim had previously worked in fashion retail management and buying for a number of UK brands including Burton, Jaeger, Dash and Harrods. He consults on fashion branding and writes as both a journalist and academic researcher on fashion business. David Shaw is one of the UK's leading fashion marketing retailing academics and writers, working freelance with many international universities including the Institute Marangoni and The Dublin Institute of Technology. He has worked from shop floor to director level for many of the UK's largest fashion companies including Bhs, Debenhams, Top Shop and Burton. They are authors of *Mastering Fashion Buying and Merchandising Management*.