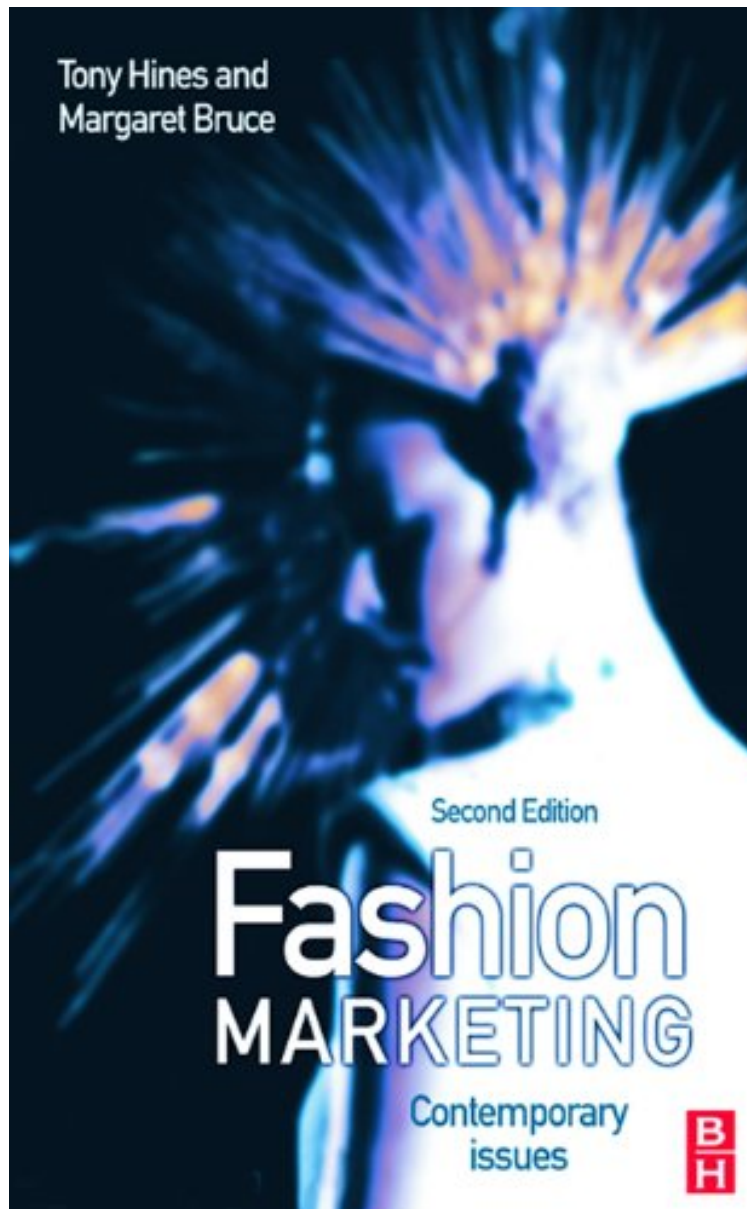


Fashion Marketing

Tony Hines, Margaret Bruce

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Tony Hines, Margaret Bruce : Fashion Marketing before purchasing it in order to gage whether or not it would be worth my time, and all praised Fashion Marketing:

A collection of international contributions from renowned academics and practitioners from the US, UK, China, the

second edition of Fashion Marketing has been completely updated, revised and expanded to reflect the major changes in the fashion industry since 2001 and covers all of the key themes and issues of the area. Key themes and areas covered include globalization, fast fashion, luxury fashion, offshoring, business-to-business, forecasting, sourcing, supply chain management, new product development, design management, logistics, range planning, color prediction, market testing, e-commerce, and strategy.

About the Author Professor Tony Hines is Chair of Doctoral Programmes at Manchester Metropolitan University, UK. His research interests are market-led supply chain strategies, and he has a particular expertise in the apparel sector. Tony has worked with a number of organizations in the UK and internationally to research and develop supply chain strategies. During the past three years he has worked with the Sri Lankan Government, the Sri Lanka Export Association and the Chartered Institute of Marketing to develop executive marketing and supply chain programmes for the Apparel Industry in Sri Lanka linked to professional marketing qualifications. He is editor of the Textile Institute Journal of Economics, Management and Marketing a position he has held since 1994. He is a leading marketing educator having taught and examined in the UK and internationally. He has held Senior Examiner positions for the Chartered Institute of Marketing. Professor of Design Management and Marketing at Manchester Business School (MBS). She is also a specialist in fashion retail marketing. Prior to joining MBS, she was Head of Textiles at UMIST and developed a suite of fashion retail programmes. Her research spans design management, product development, fashion retailing and strategic marketing. She has published 8 books and over 200 papers in these fields. Currently, her research is focused on design and innovation management in the supply chain and how innovation impacts on competitiveness in retailing. She is a Panel member of the Arts and Humanities Research Board, AHRB and the Graduate Pioneer Programme, Nesta, as well as acting as a Strategic Advisor to Hong Kong Polytechnic University. She is CEO of Indigo Retail Solutions Ltd and has developed an e-learning retail management simulation package, which is being used by Universities and companies globally. Professor Bruce holds the International Chair in Design and Marketing at ICN, Ecole de Management, University of Nancy, France.