



Marketing Fashion: A Global Perspective

By Penny Gill, Richard Petrizzi, Patricia Mink Rath

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While rooted in traditional marketing principles, successful fashion marketing presents a unique set of opportunities and challenges. *Marketing Fashion: A Global Perspective* is the first text to engagingly present marketing theories and practices as they specifically relate to apparel, home goods, and other design-driven products. Using a variety of contemporary examples, the text details how fashion marketers develop and apply marketing strategies that meet consumer needs at a profit. Topics covered include: consumer and organizational buying behavior, market research, market segmentation, product planning and positioning, pricing, retailer relationships, and additional classic marketing theories and practices as they relate to design. In addition, *Marketing Fashion* explores in depth contemporary issues such as technology, social responsibility and ethics, sustainability, and globalization, and considers effective strategies for various economic climates.

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Editorial Review

From the Inside Flap

While rooted in traditional marketing principles, successful fashion marketing presents a unique set of opportunities and challenges. *Fashion Marketing: A Global Perspective* is the first text to engagingly present marketing theories and practices as they specifically relate to apparel, home goods and other design-driven products. Using a variety of contemporary examples, the text details how fashion marketers develop and apply marketing strategies that meet consumer needs at a profit. Topics covered include: consumer and organizational buying behavior, market research, market segmentation, product planning and positioning, pricing, retailer relationships and additional classic marketing theories and practices as they relate to design. In addition, *Fashion Marketing* explores contemporary issues such as technology, social responsibility and ethics, sustainability and globalization in depth and considers effective strategies for various economic climates.

About the Author

Patricia Mink Rath is a consultant in marketing education in Winnetka, Illinois. She teaches courses in consumer behavior, fashion merchandising, and retail buying.

Richard Petrizzi is an Associate Professor in the Marketing and Management Department at the Illinois Institute of Art, Chicago.

Penny Gill is is President of PWG Communications Inc., White Plains, NY.

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