

1. Record Nr.	UNICAMPANIAVAN0245129
Autore	Moore, Gwyneth
Titolo	Fashion promotion : Building a Brand Through Marketing and Communication / Gwyneth Moore
Pubbl/distr/stampa	London, : Bloomsbury Visual Arts, 2021
Descrizione fisica	159 p. : ill. ; 23 cm
Soggetti	Fashion, Fashion Marketing, Advertising and Promotion (Fashion)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	<p>Fashion Promotion is an inspiring and practical guide to promoting a brand. It addresses the new ways in which brands engage with customers, through the latest digital channels as well as traditional methods. Topics covered include developing a brand from an original idea, the impact of blogging and street style sites, digital fashion, online and offline marketing techniques, creating the vision behind a brand and public relations.</p> <p>From marketing, PR and collaboration to creating brand visuals, Fashion Promotion guides readers through the ways in which any brand - large or small - can embrace the opportunities brought about by developments in digital communication, in order to engage with consumers in new and exciting ways.</p> <p>The new edition covers the impact of mobile technology on fashion retail transactions and marketing, the role of virtual and augmented reality and the increasing importance of sustainable production and distribution.</p>

2. Record Nr.	UNICAMPANIAVAN0027074
Titolo	Computer treatment of large air pollution models / by Zahari Zlatev
Pubbl/distr/stampa	Dordrecht, : Kluwer, 1995
ISBN	978-07-923332-8-9
Descrizione fisica	XIV, 358 p. : ill. ; 25 cm
Soggetti	65-XX - Numerical analysis [MSC 2020]
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia