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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>