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Titolo	Contemporary Case Studies on Fashion Production, Marketing and Operations / / edited by Pui-Sze Chow, Chun-Hung Chiu, Amy C. Y. Yip, Ailie K. Y. Tang
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Part I: Fashion Production -- Chapter 1: Technological advance in fashion product development -- Chapter 2: Sustainable fashion supply chains -- Part II: Fashion Retailing and Marketing.- Chapter 3: Globalization and brand management -- Chapter 4: Retail franchising in emerging markets -- Chapter 5: Brand development in China -- Chapter 6: Social media marketing of fashion brands -- Chapter 7: Multi-channel strategy -- Part III: Fashion Business Operations. - Chapter 8: Big data and business analytics in the fashion industry -- Chapter 9: RFID adoption in the fashion industry -- Chapter 10: Fashion business as a social enterprise.
Sommario/riassunto	This book adopts a case study based research approach to examine the contemporary issues in the fashion industry. It documents real-world practices in fashion business from production, marketing to operations. Founded on an extensive review of literature, these case studies discuss the challenges that are pertinent to the current business

environment in this important industry, provide benchmarks and generate insights to practitioners as well as suggest future directions to researchers. The book serves as a nexus of the theories and the industrial practices that advances knowledge for both the academia and the private sector in fashion business.
