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Titolo	Firms in the Fashion Industry : Sustainability, Luxury and Communication in an International Context / / edited by Laura Rienda, Lorena Ruiz-Fernández, Lindsey Drylie Carey, Irene García-Medina
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Nota di contenuto	1 An overview of sustainability and firm's branding strategies in the fashion industry -- 2 Sustainability and heritage in practice; the case of Harris Tweed Hebrides -- 3 Quantitative analysis of the fashion industry comparing Spanish and British fashion companies -- 4 Luxury brands, consumer behaviour and sustainability -- 5 The role of social media in the fashion industry -- 6 Communication in the fashion industry: Sustainability focus -- 7 Conclusion.
Sommario/riassunto	This contributed volume captures some of the most current topics and trends in the fashion industry. It provides a theoretical and empirical analysis of the behaviour of firms in this fast-moving industry with a focus on their resources, capabilities and routines around communication and sustainability strategies in an international context. It covers hot topics such as the role of social media, sustainability, and luxury as well as brief mention on how the Covid-19 pandemic will impact fashion brands. With contributions from practitioners and academics, this book provides an overview of the debates, analysis and best practices, making it an invaluable resource for anyone studying or researching the fashion industry, branding, or luxury. Laura Rienda is a Senior Lecturer in Management at the University of Alicante, Spain. Her

primary research interests include several topics related to international management, family business and fashion companies. She is author of different research papers published in journals such as Family Business Review, Management Decision, or Journal of Fashion Marketing and Management, among others. Lorena Ruiz-Fernández is a Lecturer in Management at the University of Alicante, Spain. Her research interests are on strategic management and more specific on dynamic capabilities view, innovation and intellectual capital. Moreover, she has participated in several international conferences and she is author of different papers related to these topics published in journals such as Journal of Fashion Marketing and Management and Competitiveness Review. Lindsey Drylie Carey is a Senior Lecturer with the department of Fashion, Marketing and Tourism and Events at Glasgow Caledonian University, UK. Her research is based in the context of sustainability principally within the areas of marketing, branding and communication. She has also published academic articles, contributed to and edited books and presented conference papers on fashion, luxury and branding. Irene García-Medina is a Lecturer in Marketing at the Glasgow Caledonian University, UK. Her research interests are: digital marketing, digital communication, and social media. Moreover, she has worked as Marketing Director of the French company VTDIM, as Consultant for the Portuguese Chamber of Commerce, as Head of Communication and Promotion of CORDIS (European Commission, DGXIII, Luxembourg). She has given lectures, seminars and workshops in the field of marketing and advertising in several countries and has published numerous articles and books.
