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Nota di contenuto	INTRODUCTION -- 1. Fashion in Emerging Markets - Emerging Market Marketplace - The Fashion System -- THEME 1: BRAND MANAGEMENT AND MARKETING -- 2. Branding -- 3. Digital Marketing -- 4. Public Relations, Advertising & Communications -- THEME 2: CONSUMER ENGAGEMENT AND RESEARCH -- 5. Consumer Psychology & Neuromarketing -- 6 -- Data Science and Analytics in Marketing in New Role in Fashion -- 7. Research, Planning & Strategy -- 8. Trend Forecasting -- THEME 3: SUSTAINABLE DISTRIBUTION AND MARKETING -- 9. Sustainability and the Supply Chain -- 10. Events and Experiences -- 11. Distribution Channels -- CONCLUSION -- 12. The Future of Fashion Marketing. .
Sommario/riassunto	Over the past few decades emerging markets have experienced an increased share of global manufacturing service within the fashion

industry, coupled with an increasing market share, particularly for women's mid-market apparel. In order for fashion firms to succeed in these markets it is crucial to gain an understanding of the state of the industry, macro-environmental factors, traditions and religious beliefs. A one-size-fits-all approach to global fashion marketing strategy now requires a step-change; fashion firms require dedicated strategies which fit the need of the fashion brands that are operating or seeking to operate within emerging markets. In this contributed volume, authors shed light on fashion marketing strategy for emerging economies and recognise these markets as major growth centres. Chapters explore core topics such as brand management, sustainability, digital marketing, analytics and data science. Covering a wide range of emerging markets, chapters provide case studies from China, India, Ethiopia, Romania, Turkey, Brazil and Nigeria, among others. This book responds to the growing demand for research, information, recommendations and insight from practitioners, entrepreneurs and academics who are eager to understand marketing strategies, tools and technologies that will work within this unique industry. Frederica Brooksworth is an academic, researcher and strategist and a lecturer at the London College of Fashion. Brooksworth is also the Director of the Fashion Education Group and Founder of the Council for International African Fashion Education. She specialises in business management, marketing and branding, professional development, EdTech and Curriculum development. Emmanuel Mogaji is a Senior Lecturer in Advertising and Marketing Communications at the University of Greenwich. Emmanuel's primary area of interest is ABCDE of Marketing Communications - Advertising, Branding, Communications, Digital and Ethics. He has authored and edited over ten books on branding, fashion marketing and higher education. Genevieve Bosah is a Senior Lecturer at the University of Hertfordshire, where she specialises in Public Relations, Media and Branding. Before coming to academia, she worked as a communications consultant for international organisations and national governmental agencies. She held public relations advisory roles and developed communication and stakeholder management strategies.
