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Nota di contenuto	Fashion Marketing Communications; Copyright; Contents; Acknowledgments; Chapter 1: Introduction; Description of the book; Structure of the book; Chapter 2: Marketing Strategy; Introduction; Promotional strategy; Where are we now?; Where do we want to be?; How do we get there?; Models of advertising; Examples of promotional campaigns; Summary; References; Activities; Chapter 3: Tools and Media Channels; Introduction; Advertising; Television advertising; Cinema advertising; Magazine advertising; Newspaper advertising; Radio advertising; Outdoor ambient media; Transport ambient media Internet advertising Public relations; Product placement; Pop-up stores; Social networking; Direct marketing; Personal selling; The retail environment; Summary; References; Activities; Chapter 4: The Power of Magazines; Introduction; A repertoire of magazines; The magazine-reader relationship - my magazine is my mate?; Information needs; Cultural needs; Trust; Support; Status; Participation; Teenage magazines; Advertising costs, circulation and context; Product placement; Advertising value equivalent (AVE); The relationship between advertising and product placement Monthly and weekly magazines Weekend supplements; Celebrity and

gossip magazines; The recession and magazine advertising; Summary; References; Activities; Chapter 5: The Role of Public Relations; Introduction; Who carries out the PR function?; The costs of PR; The role of the journalist in PR; Credibility; How PR differs from traditional advertising; How PR supports traditional advertising; PR with no advertising budget; PR as an 'afterthought'; How gender affects PR; Working out the value of product placement; Types of PR function; PR agencies; In-house PR departments
The role of the PR function Contacts; Press releases; Show cards; Sponsorship; Events management; Providing evidence of effectiveness; Crisis management; Summary; References; Activities; Discussion questions; Chapter 6: Celebrity; Defining celebrity; Celebrity management; Celebrity endorsement; Brands and celebrity personalities; Accidental celebrity endorsement; Theoretical background; Transference; Attractiveness; Congruence; Celebrity collaborations; Celebrity ranges; Celebrity saturation; Celebrity slip-ups; Celebrity and charities; The celebrity life cycle; One to watch; Early recognition
Global recognition Decline; Resurrection and re-invention; Measuring the effectiveness of celebrity endorsement; The major benefits of celebrity endorsements; The death of celebrity culture?; Summary; References; Activities; Chapter 7: The Retail Fashion Store Environment; Introduction; Consumer behaviour reviewed; Types of store; Store location; Approach and avoidance; Visual merchandising - the shop window; Mannequins; Themes for windows; Props in display; Colours in display; Shape in display; From visual merchandising to visual marketing; Hero pieces; Store layout and design
Boutique layout

Sommario/riassunto

Fashion is all about image. Consequently, fashion marketing communications - encompassing image management and public relations, branding, visual merchandising, publicity campaigns, handling the media, celebrity endorsement and sponsorship, crisis management etc. - have become increasingly important in the fashion business. This textbook for students of fashion design, fashion marketing, communications and the media sets out all that they need for the increasing number of courses in which the subject is a part.
