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Titolo	Digital Transformation for Fashion and Luxury Brands : Theory and Practice // edited by Wilson Ozuem, Silvia Ranfagni, Michelle Willis
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Sommario/riassunto	This book re-evaluates the diffusion and positioning of fashion and luxury brands following the impact and disruption of digital transformations, particularly on existing omni-channel models and touchpoints and consumer behaviours. By exploring the importance of digital transformation and discussing the benefits and challenges it has created for the fashion industry, this book provides insights into the role of various digital technologies, systems and strategies in generating and maintaining brand value and equity, customer engagement and experiences and connecting the marketplace and marketspace. Wilson Ozuem teaches and supervises research projects in a number of UK universities, including Anglia Ruskin University, City University of London, Warwick University, University of Birmingham and the University of Cumbria. His specific research interest is understanding the impacts of emerging computer-mediated marketing environments (CMMEs) on the fashion industry. Professor Ozuem is acknowledged as one of the international leaders in the study of digital

marketing and multichannel retailing. His research has been published in key journals, including the European Journal of Marketing, Journal of Business Research, and many others. Silvia Ranfagni is Associate Professor of Marketing at the Department of Economics and Management at the University of Florence, Italy. Her research interests include innovation, internationalization, and brand management with special reference to the fashion and cultural industry. She has participated in international marketing conferences and has published in national and international journals such as Journal of Fashion Marketing and Management, Management Decision, European Journal of Marketing, Journal of Business Research, and Journal of Interactive Marketing. Michelle Willis is a lecturer of digital marketing at London Metropolitan University. Her doctorate is focused on customer loyalty and engagement within online brand communities. Her research lies in emerging technologies, particularly the interface between social networking sites and the development of marketing programmes. Several of her articles have been published in the journals Psychology & Marketing, Information Technology & People and Qualitative Market Research, and were presented at the American Marketing Association conference and the European Marketing Academy conference. Chapters 2 and 16 are available open access under a Creative Commons Attribution 4.0 International License via Springer Link.
