



Fashion Marketing Communications

Gaynor Lea-Greenwood

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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.

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