Driving Green Marketing in Fashion and Retail

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Description:

Today, sustainability is a critical issue in the fashion industry. However, it can be challenging for fashion businesses to adopt green marketing strategies while keeping up with digital innovations. The book, **Driving Green Marketing in Fashion and Retail**, explores cutting-edge techniques to provide solutions to this challenge. It is an essential guide for fashion marketers looking to align their practices with environmental responsibility.

As consumers become increasingly conscious of the environmental and social impacts of their purchasing decisions, fashion brands must adapt or risk being left behind. This book offers a comprehensive roadmap for embracing sustainability through digital marketing channels. From leveraging AI and big data analytics to implementing eco-friendly packaging solutions, each chapter presents actionable insights tailored to the modern fashion landscape.

For academics, researchers, students, and industry professionals, **Driving Green Marketing in Fashion and Retail** provides a vital resource for understanding and implementing green marketing strategies. By bridging the gap between theory and practice, this book empowers readers to engage with the forefront of sustainable fashion marketing, fostering a brighter, more environmentally conscious future for the industry.
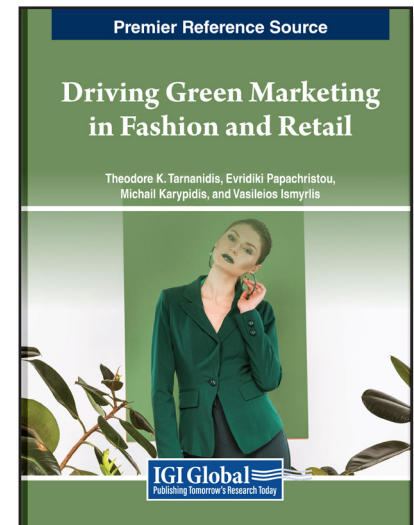
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Topics Covered:

- Artificial Intelligence
- Artificial General Intelligence
- Analytics
- Augmented Reality
- Blockchain
- Campaigns
- Content Marketing
- DALL-E
- Data Analytics
- Eco-Friendly Packaging
- Email Campaigns
- Green Advertising
- Green Influencer Collaborations
- Machine Learning
- Search Engine Optimization

Subject: Business & Management

Classification: Edited Reference

Readership Level: Advanced-Academic Level (Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners