

Advanced Fashion Technology and Operations Management

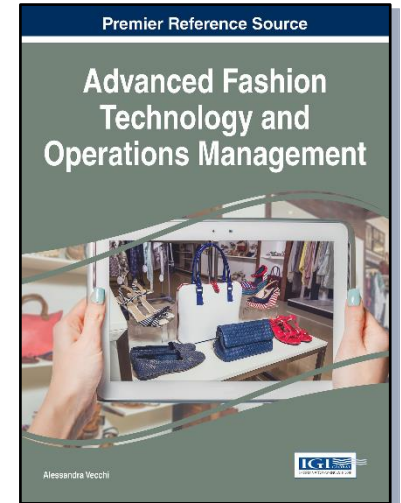
Part of the Advances in Business Information Systems and Analytics Book Series

Alessandra Vecchi (London College of Fashion, University of London Arts, UK)

Description:

Fashion has been steadily moving from the brick and mortar to the digital market. As such, it is increasingly vital to research new methods that will help businesses to grow and succeed in this new sphere.

Advanced Fashion Technology and Operations Management is a pivotal reference source for the latest development management strategies, fashion marketing, international business, and fashion entrepreneurship. Featuring extensive coverage across a range of relevant perspectives and topics, such as online shopping behavior, digital fashion, and e-commerce, this book is ideally designed for professionals, entrepreneurs, students, and researchers.



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Pages: 300

Topics Covered:

- Customer Buying Decision Process
- Digital Fashion
- E-Commerce
- Impulse Buying Behavior
- Online Shopping Behavior
- Social Media Marketing
- Social Shopping
- Value Creation

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