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consumers' changing needs and priorities to improve customer experience LONDON, Sept. 16, 2021 /PRNewswire ...

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Il digital nel Fashion Marketing è ormai considerato la nuova frontiera nell'evoluzione del mondo della moda. Giorno dopo giorno si assiste a un nuovo modo di fare shopping da parte del consumatore e a un modo altrettanto diverso da parte delle aziende di coinvolgere il cliente. Tutto ruota attorno a tre termini esemplificativi: la brand experience, il co-branding e la brand-community. Con questo libro imparerai la vera essenza del fashion marketing: conoscere lo scenario della moda vuol dire infatti scoprire gli stili di vita di un tempo in continua evoluzione, tra globalizzazione sempre più veloce, consumatori sempre più interattivi e

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concorrenza sempre più spietata. Scoprirai come quello della moda non sia più un universo chiuso e indipendente, ma un sistema integrato e contaminato da più dimensioni, capace di coinvolgere moltissimi settori: dal marketing alla psicologia, dall'economia all'arte, dalla musica alla tecnologia. Passo dopo passo imparerai a conoscerli e attraversarli nell'ottica di una maggiore attrattività e capacità di generare profitto. \*\*\* QUESTO LIBRO FA PARTE DELLA COLLANA WEB BOOK \*\*\*

In the second issue of 2015, the Journal of International Studies of the scientific association, Arethuse as is by now a tradition, presents a comparison and discussion of international academic scholars on three scientific areas, Strategic Management, Economics and Statistics, and Public Finance.

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