



Fashion Branding Unraveled

By Kaled K. Hameide

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Fashion Branding Unraveled By Kaled K. Hameide

Fashion Branding Unraveled introduces and explains the concept of brand and the process of brand development. The book clarifies misconceptions, introduces new concepts, and proposes a step-by-step roadmap for developing an effective brand, all within the context of the fashion industry. Using an easy-to-understand approach, relevant examples, and case studies, it applies the theories and concepts covered, such as "mass customization" and "M-branding," to a variety of industry segments, from luxury brands to private labels. The book includes an examination of the latest technologies, their applications, and-most important-their effects on the future of branding.

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Fashion Branding Unraveled By Kaled K. Hameide Bibliography

- Sales Rank: #485178 in Books
- Published on: 2011-02-14
- Released on: 2011-02-14
- Original language: English
- Number of items: 1
- Dimensions: 231.65" h x 18.41" w x 7.34" l, 1.75 pounds
- Binding: Paperback
- 304 pages

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Review

"My overall impression is very positive and favorable, especially with the 'fashion' branding focus." - Roger Kramer, University of Arizona

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Everyone has something to gain [from this book] ... It is a very accessible text ... I would highly recommend this text to be used for first year undergraduate students to help them get a better grasp of branding and how it relates specifically to the fashion industry Matthew Kearney, University of Ulster --Roger Kramer, University of Arizona

About the Author

Kaled K. Hameide is based at Montclair State College.

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