

Social Media for Fashion Marketing: Storytelling in a Digital World (Paperback)



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Reviews

*This ebook is indeed gripping and fascinating. It is definitely simplistic but excitement from the 50 % of your book. You wont sense monotony at at any time of your own time (that's what catalogs are for relating to should you check with me).
(Mr. David Stanton Jr.)*

SOCIAL MEDIA FOR FASHION MARKETING: STORYTELLING IN A DIGITAL WORLD (PAPERBACK)



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Bloomsbury Publishing PLC, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book. Social Media for Fashion Marketing uses cutting edge case studies and detailed interviews to show how the business of fashion is changing in the digital landscape. Bandoni also considers the psychological impact of being a hyper-connected consumer and the generational gaps in social media communication. Using academic research alongside her 25 years of fashion marketing experience to offer a clear picture of the changing narrative of storytelling, social confirmation, digital nesting and how to use data to shape a brand s online presence. With practical and critical thinking activities to hone your skills into professional practice, this is the ultimate guide to social marketing, promotion, SEO, branding and communication. Featured topics - Rules of Digital Storytelling - Rethinking Gamification - Strategic Digital Marketing - The Role of Citizen Journalists - The Social Media Looking Glass - World of Influencer Marketing - Visual Consumption Economy - Global Perspective of Social Media.



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