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Fashion Public Relations Sar Perlman, Gerald J. Sherman, 2010-03-02 Fashion Public Relations delivers a practical approach to the world of public relations and image management specifically related to the fashion industry. In depth case studies feature prominent apparel and textile companies as well as outside public relations firms that serve them. Concentrating on the pragmatic aspects of public relations and the fundamentals of fashion public relations the authors place principles and concepts in a real world context that students will actually face in the business world. This textbook equips students with the essential approaches and techniques necessary for a successful career in fashion public relations. Instructors contact your Sales Representative for access to Instructor's Materials. *The Real World Guide to Fashion Selling and Management* Gerald J. Sherman, Sar Perlman, 2014-05-15 Provides the kind of examples and information that lead to success in the fashion retail world including the characteristics of great salespeople using digital and social media and adapting to change in the fashion marketplace. Careers as a Marketing and Public Relations Specialist Daniel E. Harmon, 2013-12-15 Marketing and PR professionals are trained to effectively communicate a seller's message to a buying public. These professionals work in community relations, public and media relations, government relations, investor relations, corporate communications, marketing communications, public affairs, advertising, writing, editing, training and teaching, photography and video production, graphic design and human resources. This comprehensive volume presents young people with exciting diverse career opportunities to consider. Marketing campaigns, running a marketing firm, client relations, connecting with the community, putting together a resume, working as a freelancer, pitching a client and business building strategies are just some of the topics covered in this all inclusive career guide. Cool Careers Without College for People Who Love Fashion Alison Downs, 2016-12-15 This guide is an invaluable resource for any reader who has ever considered a career in fashion. Beyond the usual paths the reader will find some interests he or she may not have previously considered including fit modeling, public relations and blogging. **Managing Fashion** Kaled K. Hameide, 2020-11-19 The fashion industry is a multibillion dollar global industry with a variety of organizational structures and a multitude of challenges. Such scope triggered the recent rise in management programs in the U.S. and Europe aiming to produce and train young managers to meet such global and diverse challenges. Managing Fashion covers the fashion business with a twist, a management twist. Its goal is to tackle the topics from a fashion manager perspective, referencing relevant management concepts and theories, thus offering a deeper and more practical dimension to the issues addressed. It offers a balanced mix of fashion and management theory and application as well as creating an opportunity for analysis and critical thinking. Discussions throughout the book are supported by specially developed case studies and relevant examples taken from the fashion industry. It is an opportunity to expose the fashion student or reader as well as aspiring fashion managers to a more practical approach to fashion theories and issues. Managing Fashion will serve as a core text for Fashion Studies. Fashion

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