

320AAD Marketing Futures

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19 items

320AAD Marketing Futures (19 items)

Essential Reading (1 items)

How to style your brand: everything you need to know to create a distinctive brand identity, by Fiona Humberstone, 2015

Book

Recommended Reading (18 items)

Why fonts matter, by Sarah Hyndman, 2016

Book

Creating a brand identity: a guide for designers, by Catharine Slade, 2016

Book

Branding in five and a half steps: the definitive guide to the strategy and design of brand identities, by Michael Johnson, 2016

Book

Creative personal branding: create opportunities, grow personally, differentiate yourself : the strategy to answer what's next?, by

Ju

rgen Salenbacher, 2013

Book

Introduction to personal branding, by Mel Carson, 2016

Book

#Girlboss, by Sophia Amoruso, 6 Aug. 2015

Book

Online Resources (12 items)

BoF - The Business of Fashion

Website

Fashion industry news & fashion trends | Drapers

Website

Fashion Jobs & Careers in Retail with Drapers Jobs

[Website](#)

Ethical Fashion Forum

[Website](#)

Fashion Angel

[Website](#)

Fashion Personnel

[Website](#)

Fashion United

[Website](#)

FashionJobs.com United Kingdom - Jobs for Fashion, luxury and beauty professionals

[Website](#)

WGSN | Creating Tomorrow | Trend Forecasting & Analytics

[Webpage](#)

BBC - Work Experience - Careers

[Webpage](#)

FashionWorkie

[Website](#)

On Trend boutique - On Trend Boutique Online Women's Fashion Store

[Website](#)