

# 320AAD Marketing Futures

View Online



---

BBC - Work Experience - Careers (n.d.) available from  
<<http://www.bbc.co.uk/careers/work-experience>>

BoF - The Business of Fashion (n.d.) available from <<https://www.businessoffashion.com/>>

Carson, M. (2016) Introduction to Personal Branding. CreateSpace Independent Publishing Platform

Ethical Fashion Forum (n.d.) available from <<http://ethicalfashionforum.com/>>

Fashion Angel (n.d.) available from <<http://fashion-angel.co.uk/>>

Fashion Industry News & Fashion Trends | Drapers (n.d.) available from  
<<https://www.drapersonline.com/>>

Fashion Jobs & Careers in Retail with Drapers Jobs (n.d.) available from  
<<http://www.drapersjobs.com/>>

Fashion Personnel (n.d.) available from <<https://www.fashionpersonnel.co.uk/>>

Fashion United (n.d.) available from <<https://fashionunited.uk/>>

FashionJobs.Com United Kingdom - Jobs for Fashion, Luxury and Beauty Professionals (n.d.) available from <<http://uk.fashionjobs.com/>>

FashionWorkie (n.d.) available from <<https://www.fashionworkie.com/>>

Humberstone, F. (2015) How to Style Your Brand: Everything You Need to Know to Create a Distinctive Brand Identity. [London]: Copper Beech Press

Hyndman, S. (2016) Why Fonts Matter. Berkeley, CA: Ginkgo Press

Johnson, M. (2016) Branding in Five and a Half Steps: The Definitive Guide to the Strategy and Design of Brand Identities. London: Thames and Hudson

On Trend Boutique - On Trend Boutique Online Women's Fashion Store (n.d.) available from <<https://www.ontrendboutique.co.uk/>>

Salenbacher, J. (2013) Creative Personal Branding: Create Opportunities, Grow Personally, Differentiate Yourself: The Strategy to Answer What's Next? [online] Amsterdam, The

Netherlands: BIS Publishers. available from  
<[http://locate.coventry.ac.uk/primo-explore/fulldisplay?docid=COV\\_ALMA5186718560002011&context=L&vid=COV\\_VU1&search\\_scope=LSCOP\\_COV&tab=local&lang=en\\_US](http://locate.coventry.ac.uk/primo-explore/fulldisplay?docid=COV_ALMA5186718560002011&context=L&vid=COV_VU1&search_scope=LSCOP_COV&tab=local&lang=en_US)>

Slade, C. (2016) *Creating a Brand Identity: A Guide for Designers* [online] London: Laurence King Publishing. available from  
<[http://eu.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package\\_service\\_id=4690014830002011&institutionId=2011&customerId=2010](http://eu.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=4690014830002011&institutionId=2011&customerId=2010)>

Sophia Amoruso (6AD) *#Girlboss* [online] Portfolio Penguin. available from  
<[https://www.amazon.co.uk/Girlboss-Sophia-Amoruso/dp/0241217938/ref=sr\\_1\\_1?s=books&ie=UTF8&qid=1505734458&sr=1-1&keywords=%23Girl+Boss](https://www.amazon.co.uk/Girlboss-Sophia-Amoruso/dp/0241217938/ref=sr_1_1?s=books&ie=UTF8&qid=1505734458&sr=1-1&keywords=%23Girl+Boss)>

WGSN | *Creating Tomorrow* | Trend Forecasting & Analytics (n.d.) available from  
<<https://www.wgsn.com/en/>>