

224AAD Global Campaign Communication Strategies

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224AAD Global Campaign Communication Strategies (25 items)

Essential Reading (1 items)

Digital marketing excellence: planning and optimizing and integrating online marketing, by Dave Chaffey; Paul Russell Smith, 2017

[Book](#)

Recommended Reading (24 items)

When digital becomes human: the transformation of customer relationships, by Steven Van Belleghem, 2015

[Book](#)

Fashion promotion in practice, by Jon Cope; Dennis Maloney, 2016

[Book](#)

New business networking: how to effectively grow your business network using online and offline methods, by Dave Delaney, 2013

[Book](#)

Fashion marketing, by Mike Easey, 2009

[Book](#)

Content marketing: think like a publisher-- how to use content to market online and in social media, by Rebecca Lieb, c2012

[Book](#)

Marketing in the moment: the digital marketing guide to generating more sales and reaching your customers first, by Michael Tasner, 2015

[Book](#)

Fashion marketing: contemporary issues, by Tony Hines; Margaret Bruce, 2007

[Book](#)

Digital Marketing: Global Strategies from the World's Leading Experts, by Jerry Wind; Vijay Mahajan, 2002

[Book](#)

Blogging your way to the front row: the insider's guide to turning your fashion blog into a profitable business and launching a new career, by Yuli Ziv, 2011

[Book](#)

DigiMarketing: the essential guide to new media & digital marketing, by Kent Wertime; Ian Fenwick, 2008

[Book](#)

Online Resources (5 items)

BoF - The Business of Fashion

[Website](#)

WGSN | Creating Tomorrow | Trend Forecasting & Analytics

[Webpage](#)

Fashion industry news & fashion trends | Drapers

[Website](#)

TrendWatching | Consumer trends and insights from around the world

[Website](#)

Mintel

[Webpage](#)

Periodicals subscribed to by the Library (9 items)

Love magazine

[Journal](#)

ID: the international design magazine

[Journal](#)

Pop magazine

[Journal](#)

Vogue - New York

[Journal](#)

Collezioni donna

[Journal](#)

Collezioni uomo- english edition

[Journal](#)

Collezioni trends

[Journal](#)

Collezioni sport and street

[Journal](#)

Collezioni accessori

[Journal](#)