

# 222AAD International Fashion Enterprise

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## 222AAD International Fashion Enterprise (36 items)

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### Essential Reading (8 items)

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Future Is Faster Than You Think, by Peter H. Diamandis; Steven Kotler, 2020-04-01

[Book](#) | Recommended

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Artificial intelligence for fashion: how AI is revolutionizing the fashion industry, by Leanne Luce, 2019

[Book](#) | Recommended

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Talk Like TED, by Carmine Gallo, 2017-06-29

[Book](#) | Recommended

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Ethics in the fashion industry, by V. Ann Paulins; Julie L. Hillery, 2020

[Book](#) | Recommended

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Understanding digital marketing: marketing strategies for engaging the digital generation, by Damian Ryan, 2017

[Book](#) | Recommended

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Omni-channel retail and the supply chain: working together for a competitive advantage, by Paul Myerson, 2021

[Book](#) | Recommended | Not available on Locate

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What's the Future of Fashion?, by Frances Corner, 2019-01-31

[Book](#) | Recommended

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How to set up & run a fashion label, by Toby Meadows, 2012

[Book](#) | Essential

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### Recommended Reading (28 items)

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The Fashion Business Manual: an illustrated guide to building a fashion brand, 2018

[Book](#) | Recommended

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A circular economy handbook: how to build a more resilient, competitive and sustainable business, by Catherine Weetman; EBSCOhost, 2021

[Book](#) | Recommended

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Value proposition design: how to create products and services customers want : get

**started with**, by Alexander Osterwalder; Yves Pigneur; Greg Bernarda; Alan Smith; Trish Papadakos, 2014

[Book](#) | Recommended

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**Invincible Company**, by Alexander Osterwalder; Yves Pigneur; Alan Smith; Frederic Etiemble, 2020-04-09

[Book](#) | Recommended

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**Testing Business Ideas**, by David J. Bland; Alexander Osterwalder, 2019-11-06

[Book](#) | Recommended

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**Effectual entrepreneurship**, by Stuart Read; Saras D. Sarasvathy; Nick Dew; Robert Ellis Wiltbank, 2017

[Book](#) | Recommended

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**Pitching ideas: make people fall in love with your ideas**, by Jeroen van Geel, 2018

[Book](#) | Recommended

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**Public Speaking Without Fear: How to Overcome Anxiety and Present with Confidence**, by Clare Cairns, 2019

[Book](#) | Essential

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**TED talks: the official TED guide to public speaking**, by Chris Anderson, 2018

[Book](#) | Recommended

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**Doing research in fashion and dress: an introduction to qualitative methods**, by Yuniya Kawamura, 2020

[Book](#) | Recommended

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**Emerging markets: strategies for competing in the global value chain**, by Robert E. Grosse, 2016

[Book](#) | Essential

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**Global strategic management**, by Philippe Lasserre; Felipe Monteiro, 2023

[Book](#) | Recommended | You can download your personal copy of this book via the BibliU App.

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**Exploring strategy: Text and cases**, by Richard Whittington; Patrick Regne

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r; Duncan Angwin; Gerry Johnson; Kevan Scholes, 2023

[Book](#) | Recommended

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**Global marketing**, by Svend Hollensen, 2017

[Book](#) | Recommended

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**Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers+Disciplined Entrepreneurship: 24 Steps To A Successful Startup**, by Alexander Osterwalder, 2016

[Book](#) | Recommended

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**Business Model Generation: A Handbook for Visionaries, Game Changers, and**

**Challengers+Disciplined Entrepreneurship: 24 Steps To A Successful Startup**, by Alexander Osterwalder, 2016

[Book](#) | Recommended

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**How To Make A Business Plan For A Fashion Brand**, by Molly Elodie Rose, 2020-02-24

[Book](#) | Recommended

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**Fashion entrepreneurship: retail business planning**, by Michele Granger; Tina Sterling; Ann Cantrell, 2019

[Book](#) | Recommended

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**The business plan workbook**, by Colin Barrow; Paul Barrow; Robert Brown, 2015

[Book](#) | Recommended

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**International marketing strategy: analysis, development and implementation**, by Isobel Doole; Robin Lowe; Alexandra J. Kenyon, 2016

[Book](#) | Recommended

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**Research methods for business students**, by M. N. K. Saunders; Philip Lewis; Adrian Thornhill, 2023

[Book](#) | Recommended

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## Online Resources (5 items)

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BoF - The Business of Fashion

[Website](#)

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WGSN | Creating Tomorrow | Trend Forecasting & Analytics

[Webpage](#)

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Fashion industry news & fashion trends | Drapers

[Website](#)

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TrendWatching | Consumer trends and insights from around the world

[Website](#)

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Mintel

[Webpage](#)

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## Periodicals subscribed to by the Library (2 items)

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Viewpoint

[Journal](#)

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Drapers

[Journal](#)

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