222AAD International Fashion Enterprise



Anderson, C. (2018) TED Talks: The Official TED Guide to Public Speaking. London: Nicholas Brealey Publishing

Barrow, C., Barrow, P., and Brown, R. (2015) The Business Plan Workbook. 8th ed. London: Kogan Page

Bland, D.J. and Osterwalder, A. (2019) Testing Business Ideas. John Wiley & Sons Inc.

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

Cairns, C. (2019) Public Speaking Without Fear: How to Overcome Anxiety and Present with Confidence. Edinburgh: 1st Edition

Corner, F. (2019) What's the Future of Fashion? London: Thames & Hudson Ltd

Diamandis, P.H. and Kotler, S. (2020) Future Is Faster Than You Think. Export. New York: Simon & Schuster

Doole, I., Lowe, R., and Kenyon, A.J. (2016) International Marketing Strategy: Analysis, Development and Implementation [online] Seventh edition. Andover, Hampshire, United Kingdom: Cengage Learning EMEA. available from https://ebookcentral.proquest.com/lib/coventry/detail.action?docID=5132687

Drapers (n.d.)

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

Gallo, C. (2017) Talk Like TED. London: Pan Macmillan

Geel, J. van (2018) Pitching Ideas: Make People Fall in Love with Your Ideas. Amsterdam, The Netherlands: Bis Publishers

Granger, M., Sterling, T., and Cantrell, A. (2019) Fashion Entrepreneurship: Retail Business Planning. Third edition. New York: Fairchild Books

Grosse, R.E. (2016) Emerging Markets: Strategies for Competing in the Global Value Chain. London: Kogan Page

Hollensen, S. (2017) Global Marketing [online] Seventh edition. Harlow, England: Pearson.

available from

https://ebookcentral.proquest.com/lib/coventry/detail.action?docID=5175122

Kawamura, Y. (2020) Doing Research in Fashion and Dress: An Introduction to Qualitative Methods. 2nd edition. London: Bloomsbury Visual Arts

Lasserre, P. and Monteiro, F. (2023) Global Strategic Management [online] Fifth edition. London: Bloomsbury Academic. available from

https://bibliu.com/users/saml/samlCoventry?RelayState=eyJjdXN0b21fbGF1bmNoX3VybC16liMvdmlldy9ib29rcy85NzgxMzUwOTMyOTc1L2VwdWIvT0VCUFMvaHRtbC8wNl9CcmllZl9jb250ZW50cy5odG1sln0%3D>

Luce, L. (2019) Artificial Intelligence for Fashion: How AI Is Revolutionizing the Fashion Industry [online] [New York]: Apress. available from

">ekage_service_id=6830420100002011&institutionId=2011&customerId=2010>">ekage_service_id=6830420100002011&institutionId=2011&customerId=2010>">ekage_service_id=6830420100002011&institutionId=2011&customerId=2010>">ekage_service_id=6830420100002011&institutionId=2011&customerId=2010>">ekage_service_id=6830420100002011&institutionId=2011&customerId=2010>">ekage_service_id=6830420100002011&institutionId=2011&customerId=2010>">ekage_service_id=6830420100002011&institutionId=2011&customerId=2010>">ekage_service_id=6830420100002011&institutionId=2011&customerId=2010>">ekage_service_id=6830420100002011&institutionId=2011&customerId=2010>">ekage_service_id=6830420100002011&institutionId=2011&customerId=2010>">ekage_service_id=6830420100002011&institutionId=2011&customerId=2010>">ekage_service_id=6830420100002011&institutionId=2011&customerId=2010>">ekage_service_id=6830420100002011&institutionId=2011&customerId=2010>">ekage_service_id=6830420100002011&institutionId=2011&institution

Meadows, T. (2012) How to Set up & Run a Fashion Label [online] 2nd ed. London: Laurence King. available from

http://eu.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package service id=3519823990002011&institutionId=2011&customerId=2010>

Mintel (n.d.) available from http://academic.mintel.com/homepages/guest/

Myerson, P. (2021) Omni-Channel Retail and the Supply Chain: Working Together for a Competitive Advantage [online] Boca Raton, FL: Routledge/Productivity Press. available from https://www.taylorfrancis.com/books/9781003123415>

Osterwalder, A. (2016a) Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers+Disciplined Entrepreneurship: 24 Steps To A Successful Startup. Milton, QLD: John Wiley & Sons Australia Ltd

Osterwalder, A. (2016b) Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers+Disciplined Entrepreneurship: 24 Steps To A Successful Startup. Milton, QLD: John Wiley & Sons Australia Ltd

Osterwalder, A., Pigneur, Y., Bernarda, G., Smith, A., and Papadakos, T. (2014) Value Proposition Design: How to Create Products and Services Customers Want: Get Started With [online] Hoboken: Wiley. available from

https://eu.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package service id=6763614150002011&institutionId=2011&customerId=2010>

Osterwalder, A., Pigneur, Y., Smith, A., and Etiemble, F. (2020) Invincible Company. John Wiley & Sons Inc

Paulins, V.A. and Hillery, J.L. (2020) Ethics in the Fashion Industry. Second edition. New York: Fairchild Books

Read, S., Sarasvathy, S.D., Dew, N., and Wiltbank, R.E. (2017) Effectual Entrepreneurship [online] Second edition. London: Routledge. available from

<a href="https://eu.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=11569881830002011&institutionId=2011&customerId="https://eu.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=11569881830002011&institutionId=2011&customerId=

2010>

Rose, M.E. (2020) How To Make A Business Plan For A Fashion Brand. Independently Published

Ryan, D. (2017) Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation [online] Fourth edition. London, England: Kogan Page. available from

Saunders, M.N.K., Lewis, P., and Thornhill, A. (2023) Research Methods for Business Students. Ninth edition. Harlow, England: Pearson Education Limited

The Fashion Business Manual: An Illustrated Guide to Building a Fashion Brand (2018) Hong Kong: Fashionary

TrendWatching | Consumer Trends and Insights from around the World (n.d.) available from http://trendwatching.com/

Viewpoint (n.d.)

Weetman, C. and EBSCOhost (2021) A Circular Economy Handbook: How to Build a More Resilient, Competitive and Sustainable Business [online] Second edition. London, United Kingdom: Kogan Page. available from https://search.ebscohost.com/login.aspx?direct=true&scope=site&db=nlebk&db=nlabk&AN=2657898>

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

Whittington, R., Regne

r, P., Angwin, D., Johnson, G., and Scholes, K. (2023) Exploring Strategy: Text and Cases [online] Thirteenth edition. Harlow, England: Pearson. available from https://www.vlebooks.com/product/openreader?id=Coventuni&accId=8976256&isbn=9781292428833>