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CROSS CHANNEL STRATEGIES IN FASHION RETAILING



Federico Nardini
Cross Channel Strategies in Fashion Retailing
 Harmonization of the digital and physical selling environments



Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Harmonization of the digital and physical selling environments | Underlining the importance of cross channel strategies in the fashion retail industry, this research focuses on the integrated experiences of fashion consumers across different channels. The purpose of this study is to explain the evolution of the fashion brand's marketing and strategies based on consumers' change of habits and needs and on their new way of facing apparel's purchase through a multi-channel experience....

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