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Cases And Explorations In  
Fashion Branding

*Brand Story Cases And  
Explorations In Fashion  
Branding*

*Fashion Forward demystifies the  
exciting career of a fashion*

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*forecaster and fosters skills that will benefit any design professional. The book begins with an overview of fashion forecasting theories and concepts and then leads readers through a step-by-step guide to creating and presenting a forecast. The*

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*authors reveal the inner workings of global fashion forecasting through real-world examples and interviews with both influential forecasters and the designers who rely upon them. Fashion Forward enables readers to start spotting*

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*tomorrow's trends today and compellingly communicate them-both visually and verbally-to inspire fashion innovators. New to this Edition - Current images and examples. Updated fashion photos to include current and trending images, professional*

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*presentations and forecast examples, plus new interviews and quotes. - Covers the latest methods and technology. New coverage of social media, technology and data analytics practices in fashion forecasting. - Enhanced global perspective.*

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*New content addressed the global apparel industry, emphasizes international forecasting firms, includes interviews with global forecaster and trend specialists, and more diverse images and examples throughout the book. - Practical*

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*career information and hands-on application. Updated and expanded career opportunities sections and enhanced activities provide real-world simulations and insights. - New online STUDIO resources offer students self-study quizzes, flashcards,*

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*additional projects and online resources. PLEASE NOTE: Purchasing or renting this ISBN does not include access to the STUDIO resources that accompany this text. To receive free access to the STUDIO content with new copies of this*



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*book, please refer to the book +  
STUDIO access card bundle  
ISBN 9781501328350.*

*Stories are everywhere around  
us, from the ads on TV or music  
video clips to the more  
sophisticated stories told by  
books or movies. Everything*

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*comes wrapped in a story, and the means employed to weave the narrative thread are just as important as the story itself. In this context, there is a need to understand the role storytelling plays in contemporary society, which has changed drastically in*

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*recent decades. Modern global society is no longer exclusively dominated by the time-tested narrative media such as literature or films because new media such as videogames or social platforms have changed the way we understand, create,*

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*and replicate stories. The Handbook of Research on Contemporary Storytelling Methods Across New Media and Disciplines is a comprehensive reference book that provides the relevant theoretical framework that concerns storytelling in*

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*modern society, as well as the newest and most varied analyses and case studies in the field. The chapters of this extensive volume follow the construction and interpretation of stories across a plethora of contemporary media and disciplines. By bringing*

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*together radical forms of storytelling in traditional disciplines and methods of telling stories across newer media, this book intersects themes that include interactive storytelling and narrative theory across advertisements, social media,*

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*and knowledge-sharing  
platforms, among others. It is  
targeted towards professionals,  
researchers, and students  
working or studying in the fields  
of narratology, literature, media  
studies, marketing and  
communication, anthropology,*

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*religion, or film studies.*

*Moreover, for interested executives and entrepreneurs or prospective influencers, the chapters dedicated to marketing and social media may also provide insights into both the theoretical and the practical*



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*aspects of harnessing the power of storytelling in order to create a cohesive and impactful online image.*

*This book constitutes the refereed proceedings of the 12th International Conference on Interactive Digital Storytelling,*

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*ICIDS 2019, held in Little Cottonwood Canyon, UT, USA, in November 2019. The 14 revised full papers and 10 short papers presented together with 19 posters, 1 demo, and 3 doctoral consortiums were carefully reviewed and selected from 66*

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*submissions. The papers are organized in the following topical sections: Creating the Discipline: Interactive Digital Narrative Studies, Impacting Culture and Society, Interactive Digital Narrative Practices and Applications, Theoretical*

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*Foundations, Technologies,  
Human Factors, Doctoral  
Consortium, and Demonstrations.  
Fashion branding is more than  
just advertising. It has been  
defined as the cumulative image  
approach targeting customers  
with products, advertising and*

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*promotions organized around a coherent image. It helps to encourage the purchase and the repurchase of consumer goods from the same company. While historically, fashion branding has primarily focused on consumption and purchasing*

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*decisions, recent scholarship now  
challenges old  
methodssuggesting that branding  
is a process that needs to be  
analysed from a stylistic, luxury  
and historical pop cultural view  
using critical, ethnographic,  
individualistic, or interpretive*

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*methods. In this book authors explore the meaning behind fashion branding in the context of the contested power relations underpinning the production, marketing and consumption of style and fashion as part of our global culture. "*

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*Fashion Communication in the  
Digital Age*

*How to Wield the Story Cycle  
System to Craft Spellbinding  
Stories for Your Brand*

*Explorations in the Mythological  
Dimension*

*Fugitive Denim: A Moving Story*



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*of People and Pants in the  
Borderless World of Global Trade  
Explorations into a Neglected  
Relationship  
Studio Instant Access  
A Novel*

**This book brings together**

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**contributors from a wide  
range of disciplines to  
explore the importance of  
cotton as a major resource  
for US fashion businesses. It  
is rooted in a lengthy  
investigative research**

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**project that deployed  
undergraduate and graduate  
students and faculty  
researchers to US fashion  
businesses that rely on  
cotton to make their  
garments - with the goal of**

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**better understanding how such a key resource is sourced, priced, transported, manipulated and, ultimately, sold on to the consumer as a stylish garment. The contributors**

**focus in particular on the  
role of brands in the  
marketing of cotton goods,  
and the way that brand  
marketing creates  
distinctions, valuable in the  
marketplace, between**

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**various versions of what are at base similar items of clothing, like t-shirts and underclothes. The book also explores the importance of the 'Made in the USA' campaign, with its appeal to**

**consumers concerned about local manufacturing employment, reduced resource use and social responsibility.**

**Scholars have argued that postmodernism is dead and**

**that we are entering into a new era that some have labelled altermodernism, digimodernism, performatism, and post-postmodernism. This book expands on the nascent**



**scholarship of post-  
postmodernism to highlight  
how dress, fashion, and  
appearance are reflections  
of this new age. The volume  
starts with a discussion of  
fashion, subjectivity, and**

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**time and an analysis of  
temporality, technology, and  
fashion in post-postmodern  
times. Later chapters  
analyse the work of design  
houses and mass producers  
such as Vetements, Gucci,**

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**and Uniqlo whose products align with post-postmodern aesthetics, hyperconsumption, and hypermodern branding. The book looks at diverse geographic and identity**

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**markers by discussing post-  
postmodernism and the  
religio-politico-cultural  
questions in South Asian  
Muslim fashion, image and  
identity presentation in  
queer social networking**

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**apps, and by exploring  
fashion designer Tom Ford's  
output as a movie director.  
Two chapters discuss the  
post-postmodern fashion  
exhibition with analyses of  
recent exhibitions and an in-**

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**depth look at the work of  
exhibition maker Judith  
Clark. The final chapter is  
written by members of The  
Rational Dress Society, a  
counter-fashion collective  
that makes JUMPSUIT, an**

**experimental garment to  
replace all clothes. Fashion,  
Dress, and Post-  
postmodernism is a  
companion to research on  
relationships between post-  
postmodernism, fashion,**

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**and dress, and the go-to  
resource for researchers and  
students interested in these  
areas.**

**'Fashion Branding  
Unraveled' introduces and  
explains the concept of**



**brand and the process of  
brand development. The  
work clarifies  
misconceptions, introduces  
new concepts, and proposes  
a step-by-step roadmap for  
developing an effective**

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**brand, all within the context of the fashion industry. Using an easy-to-understand approach, relevant examples, and case studies, it applies the theories and concepts covered, such as**

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**'mass customization' and 'M-branding,' to a variety of industry segments, from luxury brands to private labels. The text includes an examination of the latest technologies, their**

**applications, and-most  
important-their effects on  
the future of branding.  
The fashion and luxury  
industries have been well-  
established for centuries,  
but the new disruptive**

**digital environment is causing these industries to rethink their business case and adapt their brand offerings for consumers and experiences both online and offline, mixing physical**

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**place and digital space:  
phygital. This exciting new  
text, the first on this timely  
subject, written by an  
expert author explores the  
current malaise and offers  
ways forward through a**

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**mixture of research and  
practice-led examples.**

**S. A. Andree and the Heroic  
Age of Arctic Exploration**

**The Brand Challenge**

**Clothing, Culture, and Media**

**J.J. Pizzuto's Fabric Science**

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**Swatch Kit**

**Brand/Story**

**Advances in Panel Data**

**Analysis in Applied Economic  
Research**

**Put Customers at the Heart  
of Your Brand Story**

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To be a missionary to Canadian Indians in the late 1800s meant you had to be brave and relentless. It meant nearly freezing when sleeping outside in 50-below-zero weather. It meant canoeing upstream for hundreds of miles to reach remote Indian villages. It meant eating wild cat

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and other stranger things, or eating nothing for days at a time. But it also meant you were privileged to present the good news of the true Great Spirit to those who were often misunderstood and mistreated. The adventures in this book are rivaled only by the incredible conversions of

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those who saw the Creator in nature and then worshipped Him too. You will be challenged and inspired by the results of one man who went where the Lord led, with little regard for himself.

Focuses on the nature of myths and the significance of symbolic images to

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the human psyche, and discusses how the function of myths in everyday life has changed

This volume provides a thoughtful and wide-ranging exploration of approaches to the critical study of advertising. Current and impending practices of advertising have in many

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ways exceeded the grasp of traditional modes of critique, due at least in part to their being formulated in very different historical conditions. To begin to address this lag, this edited collection explores through critical discussion and application a variety of critical approaches to advertising.

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Authors address a variety of concrete examples in their chapters, drawing on existing research while presenting new findings where relevant. In order to maintain the relevance of this collection past this particular historical moment, however, chapters do not simply report on empirical work, but

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develop a theoretical argument.

Bridging the gap between the study of aesthetics and its application in the merchandising and design environments, the 2nd Edition of Understanding Aesthetics presents a research-based focus on the concepts of aesthetics and their effect on

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product value and consumer behavior. The multisensory approach to studying the elements and principles of design helps students master the underlying factors of successful design and learn how products and their promotional surroundings can establish brand identity and create a pleasing



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environment for the consumer.

Interactive Storytelling

Cotton

The Ice Balloon

Fashion Forward

Style, Luxury & History

Exhalation

Nationalism and the Economy

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**This proceedings volume presents new methods and applications in applied economic research with an emphasis on advances in panel data analysis. Featuring papers**

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**presented at the 2017  
International Conference  
on Applied Economics  
(ICOAE) held at Coventry  
University, this volume  
provides current  
research on econometric**

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**panel data methodologies  
as they are applied in  
microeconomics,  
macroeconomics,  
financial economics and  
agricultural economics.  
International Conference**

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**on Applied Economics  
(ICOAE) is an annual  
conference that started  
in 2008 designed to  
bring together  
economists from  
different fields of**

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**applied economic  
research in order to  
share methods and ideas.  
Applied economics is a  
rapidly growing field of  
economics that combines  
economic theory with**

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**econometrics to analyse  
economic problems of the  
real world usually with  
economic policy  
interest. In addition,  
there is growing  
interest in the field**

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**for panel data  
estimation methods,  
tests and techniques.  
This volume makes a  
contribution in the  
field of applied  
economic research in**



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**this area. Featuring  
country specific  
studies, this book will  
be of interest to  
academics, students,  
researchers,  
practitioners, and**

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**policy makers in applied  
economics and economic  
policy.**

**WINNER: NYC Big Book  
Award 2020 - Sales and  
Marketing category**

**WINNER: The Stevie**

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**Awards 2020 - 'Book of  
the Year' Silver award,  
Women in Business  
category Written by the  
award-winning  
storyteller Miri  
Rodriguez at Microsoft,**

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**this actionable guide  
goes beyond content  
strategy and, instead,  
demonstrates how to  
leverage brand  
storytelling in the  
marketing mix to**

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**strengthen brand  
engagement and achieve  
long-term growth, with  
advice from brands like  
Expedia, Coca Cola,  
McDonalds, Adobe and  
Google. Despite**

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**understanding essential  
storytelling techniques,  
brands continue to  
explain how their  
product or service can  
help the customer,  
rather than showcasing**

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**how the customer's life  
has changed as a result  
of them. Brand  
Storytelling gets back  
to the heart of brand  
loyalty, consumer  
behaviour and engagement**

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**as a business strategy:  
using storytelling to  
trigger the emotions  
that humans are driven  
by. It provides a step  
by step guide to assess,  
dismantle, and rebuild a**



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**brand story, shifting  
the brand from a 'hero'  
to 'sidekick' mentality,  
and positioning the  
customer as a key  
influencer to motivate  
the audience.**

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**Simplifying where to begin, how to benchmark success and ensure a consistent brand voice throughout every department, this book clearly shows how**

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**readers can align an  
emotive connection with  
the customer's personal  
values, experiences and  
aspirations, and how  
that will enable brand  
leaders, employees and**

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**influencers to celebrate  
and strengthen brand  
engagement for the long-  
term, rather than simply  
trying to win it.  
Clarifying why machine-  
learning, AI and**

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**automation only tell one  
side of the story, this  
book will inspire you  
with cutting edge  
interviews and case  
studies from leading  
brands like Expedia,**

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**Coca Cola, McDonalds,  
Adobe and Google, to tap  
into authentic brand  
loyalty and human  
connection.**

**NATIONAL BESTSELLER •  
ONE OF THE NEW YORK**

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**TIMES BEST BOOKS OF THE  
YEAR • Nine stunningly  
original, provocative,  
and poignant stories—two  
published for the very  
first time—all from the  
mind of the incomparable**

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**author of Stories of  
Your Life and Others  
Tackling some of  
humanity's oldest  
questions along with new  
quandaries only he could  
imagine, these stories**



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**will change the way you  
think, feel, and see the  
world. They are Ted  
Chiang at his best:  
profound, sympathetic,  
revelatory. Ted Chiang  
tackles some of**

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humanity's oldest  
questions along with new  
quandaries only he could  
imagine. In "The  
Merchant and the  
Alchemist's Gate," a  
portal through time

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**forces a fabric seller  
in ancient Baghdad to  
grapple with past  
mistakes and second  
chances. In  
“Exhalation,” an alien  
scientist makes a**

**shocking discovery with  
ramifications that are  
literally universal. In  
“Anxiety Is the  
Dizziness of Freedom,”  
the ability to glimpse  
into alternate universes**

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**necessitates a radically  
new examination of the  
concepts of choice and  
free will.**

**From brilliant young  
polymath Andrew Rader—an  
MIT-credentialed**

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**scientist, popular  
podcast host, and SpaceX  
mission manager—an  
“engaging” (Tim  
Marshall, New York Times  
bestselling author)  
chronicle showcasing our**

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**human desire to  
continually explore new  
and uncharted territory,  
from civilization's  
earliest days to  
interstellar travel. For  
the first time in**

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**history, the human  
species has the  
technology to destroy  
itself. But having  
developed that power,  
humans are also able to  
leave Earth and voyage**



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**into the vastness of  
space. After millions of  
years of evolution,  
we've arrived at the  
point where we can  
settle other worlds and  
begin the process of**

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**becoming multi-  
planetary. How did we  
get here? What does the  
future hold for us?  
Divided into four  
accessible sections,  
Beyond the Known**

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**examines major periods  
of discovery and  
rediscovery, from  
Classical Times, when  
Phoenicians, Persians,  
and Greeks ventured  
forth; to The Age of**

**European Exploration,  
which saw colonies  
sprout on nearly every  
continent; to The Era of  
Scientific Inquiry, when  
researchers developed  
new tools for mapping**

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**and traveling farther;  
to Our Spacefaring  
Future, which unveils  
plans currently underway  
for settling other  
planets and, eventually,  
traveling to the stars.**

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**A Mission Manager at SpaceX with a lively voice, Andrew Rader is at the forefront of space exploration. As a gifted historian, Rader, who has won global**

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**acclaim for his stunning  
breadth of knowledge, is  
singularly positioned to  
reveal the story of  
human exploration that  
is also the story of  
scientific achievement.**

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**Told with an infectious  
zeal for traveling  
seeking new horizons,  
Beyond the Known is “an  
astute—and highly  
flattering—view of human  
aspirations” (Kirkus**



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Reviews).

**Cases and Explorations  
in Fashion Branding  
Adapting Branding to  
Sectorial Imperatives  
Fashion & Music  
Ten Stories of**

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**Exploration,  
Biodiversity, and Found  
Family  
Transforming Brands and  
Consumer Experiences  
Religious Stories We  
Live By**

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## **Transglobal Fashion Narratives**

**Brand Bewitchery is for leaders of  
purpose-driven brands who seek a  
proven system to clarify their  
brand story, amplify their impact  
and simplify their life. The book**

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**guides readers through the Story Cycle System(TM) to craft their overarching brand narrative, a process that has grown business by as much as 600 percent. But how you tell your story is critical to success. Brand Bewitchery also**

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**includes two dynamic story structures. Readers will learn the And, But & Therefore foundational narrative framework to focus all of their messaging for more compelling communications. Plus, they will apply the Five**

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**Primal Elements of a short story to create a big impact. Brand Bewitchery features 12 precise story quests: individual and team-building exercises that help the brand creator find, craft and tell true stories that sell. These real-**

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**life stories not only support their new brand narrative crafted within these pages but ensure their content hacks through the noise to hook the hearts of their customers. When finished with this guide book, readers will have**

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**revealed their most powerful stories for their personal brand to grow their influence and their business brand to generate a measurable increase in sales while increasing the productivity of their people and enhancing lives**



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**in the communities they serve.**

**The storytelling structures in  
Brand Bewitchery, tested over  
more than a decade through  
hundreds of businesses and the  
thousands of people, simply help  
leaders excel through the stories**

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Fashion Branding  
**they tell.**

**Brand/Story: Cases and  
Explorations in Fashion  
Branding, Second Edition  
examines how a retailer,  
manufacturer, or designer label  
uses storytelling to grab a**

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Fashion Branding

**consumer's interest. For consumers, branding tells the story and creates the identity for a product, a person, and a company. Using 10 case studies on such notable brands as Levis and Vivienne Westwood, Brand/Story**

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**looks at what a fashion brand is about and why companies advertise the way they do. It enables the reader to think critically about branding-both the medium and the message-and not simply take advertisements and**

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**brands at face value. New to this edition: ~Features 7 new brands including LuluLemon, Warby Parker, MAC Cosmetics and Topshop/Topman ~Over 40 new color images including advertisements for Ralph Lauren,**

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**Vera Wang, and Dolce &  
Gabbana ~Updated interviews  
with industry professionals  
including Nancy Mair, General  
Merchandise Manager,  
Burlington Stores and Jill Walker-  
Roberts, President of Walker-**

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Fashion Branding

**Roberts Consulting**

**J.J. Pizzuto's Fabric Science**

**Swatch Kit, 11th Edition**

**reinforces the study of textiles for  
students in fashion design,  
merchandising, interior design,  
product development and home**

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**furnishings. The kit contains 114 (2" x 3") fabric samples, a fabric key, 40 special assignments, heavy-weight sample sheets to mount and analyze fabrics, and a pick glass - all contained in a three-ring binder. The swatches are**



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**organized in the order in which they are covered in the text: fibers, yarns, weaves, knits, dyeing, printing and finishes. Swatches represent the types of fabrics currently available to fashion and interior designers in**

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**the field, making this resource an excellent addition to any professional library. ~The text contains instructions and a new video tutorial that takes students through the process of assembling their swatch kit and using a pick**

**glass. ~A Fabric Key identifies the swatches by number and fabric name, description and fiber content. ~Assignments are designed to reinforce the text and classroom lectures and have been developed by FIT instructors to**

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**broaden student's understanding of key concepts in textiles through hands-on labs and problem solving activities. ~Students will successfully develop keen observation, analysis and report writing skills. ~Fabric Science**

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**Swatch Kit is an ideal companion to Fabric Science, 11th Edition (ISBN 9781501395369) or can also be used alone or in conjunction with any textiles textbook. New to this Edition ~New STUDIO includes a new video tutorial**

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**explaining how to assemble the  
Swatch Kit and use a pick glass  
~New smart textiles, performance  
fabrics, knits, and sustainable  
swatches added to the kit  
~Instructor's Resources now  
include a new Fabric Sample**

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**Answer Sheet with filled-in fabric  
pages for easy grading Fabric  
Science Swatch Kit STUDIO  
Resources ~Review concepts with  
fabric flashcards including 10x  
magnified views of all swatches  
and fabric details ~Watch videos**

*Page 119/227*

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**with step-by-step demonstrations  
on how to compile the swatch kit  
~Access a Quick Fabric Swatch  
Guide featuring each of the 114  
swatches with its name and  
number Instructor's Resources ~  
Instructor's Swatch Set including**



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**7" x 12" samples of each fabric  
(ISBN 9781501313677) ~**

**Instructor's Guide ~ Fabric  
Sample Answer Sheet PDF with  
filled-in fabric pages for easy  
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**Presentations including front,**

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**back and 10x magnified views of  
each fabric swatch PLEASE**

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with approaches from  
literature, art,**

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**advertising, music, media studies, material studies, and sociology to consider the function of fashion within popular culture in Europe, Australia, and the United States.**

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people are using fashion  
to communicate self and  
society—who they are,  
and where they belong.  
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**international,  
interdisciplinary analysis  
of those narratives.  
Moving from sweatshop  
to runway, page to  
screen, camera to blog,  
and artist to audience,**

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**the book examines  
fashion as a mediated  
form of content in  
branding, as a literary  
and filmic device, and as  
a personal form of  
expression by industry**

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**professionals, journalists,  
and bloggers.**

**The Language of  
Branding: Theory,  
Strategies and Tactics  
shows marketers how to  
use language successfully**

**to improve brand value  
and influence consumer  
behavior. Luna and  
Lerman are among only a  
few researchers who take  
a multidisciplinary  
perspective on the ways**

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**language influences how consumers act. Together with Morais, an anthropologist engaged in market research, they show how understanding the power of language**

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**can impact the essence -  
and sales - of a brand.  
The book covers the  
fundamentals of brand  
language and  
applications for an array  
of marketing initiatives.**

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**Readers will learn why  
brand language matters,  
how language is used in  
marketing, and how to  
build a brand strategy  
that capitalizes on the  
richness and complexity**

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**of language. This book includes real-world case histories that demonstrate vividly how brand language is created and exercises that enable both students**



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**of marketing and  
marketing professionals  
to apply the book's  
concepts and stimulate  
class discussion. The  
Language of Branding:  
Theory, Strategies and**

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**Tactics can be used in a  
number of courses,  
including consumer  
behavior, branding,  
advertising, linguistics,  
and communications.  
Religious Stories We Live**

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**By offers philosophical,  
psychological, and  
epistemological  
reflections on the  
importance of narrative,  
case studies, and  
disciplinary overviews of**

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**narrative perspectives in  
biblical, empirical,  
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approaches in theology  
and religious studies.  
How Exploration Created  
the Modern World and**

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**Will Take Us to the Stars  
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The Adventures of  
Sharing the Gospel with  
Canadian Indians**

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**(Updated Edition.  
Includes Original  
Illustrations.)  
Clothing Communication,  
Style Statements and  
Brand Storytelling  
Something Unbelievable**

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## **Beyond the Known**

*Rules were made to be broken. From terraformed outposts to magical realms, journey to worlds where deadly plants, rampant*

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*biodiversity, or failed  
terraforming have  
created irresistible  
opportunities for those  
brave enough to seize  
them. New worlds, found  
family, mystical*



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*secrets, and deadly  
science weave together  
in this lesbian-centric  
anthology focusing on a  
very different kind of  
first time—a first  
encounter with a world,*

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*or being, entirely  
unlike our own. If you  
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with lesbian heroines  
practicing science,  
magic, and seduction,  
buy Distant Gardens*

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*Famed German type  
designer renders 493  
classified and  
documented illustrations  
divided into 14  
categories, including*

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*general signs, Christian signs, astronomical signs, the four elements, house and holding marks, runes, and more.*

*This book is the first*

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*attempt to bridge the  
current divide between  
studies addressing  
"economic nationalism"  
as a deliberate ideology  
and movement of economic  
'nation-building', and*

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*the literature concerned  
with more diffuse  
expressions of economic  
"nationness"—from  
national economic  
symbols and memories, to  
the "banal" world of*

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*product communication.*

*The editors seeks to  
highlight the importance  
of economic issues for  
the study of nations and  
nationalism, and its  
findings point to the*

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*need to give economic  
phenomena a more  
prominent place in the  
field of nationalism  
studies. The authors of  
the essays come from  
disciplines as diverse*



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*as economic and cultural  
history, political  
science, business  
studies, as well as  
sociology and  
anthropology. Their  
chapters address the*

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*nationalism-economy  
nexus in a variety of  
realms, including trade,  
foreign investment, and  
national control over  
resources, as well as  
consumption, migration,*

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*and welfare state policies. Some of the case studies have a historical focus on nation-building in the nineteenth and early twentieth centuries,*

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*while others are  
concerned with  
contemporary  
developments. Several  
contributions provide in-  
depth analyses of single  
cases while others*

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*employ a comparative method. The geographical focus of the contributions vary widely, although, on balance, the majority of our authors deal with*

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*European countries.*

*The Brand Challenge  
provides a comprehensive  
and topical examination  
of the application of  
branding across a  
variety of sectors*

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*including luxury goods,  
finance and not-for-  
profit; it proves  
essential reading for  
anyone involved in  
branding decisions or  
wanting to know more*

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*about the branding  
process. Edited by  
leading brand analyst  
Kartikeya Kompella, The  
Brand Challenge explains  
the nuances of building  
brands in different*



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*industries with a  
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to give the reader the  
most up-to-date  
understanding of how to  
apply brand theory. It  
contains original*

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*contributions from many  
of the world's leading  
brand experts who lift  
the veil on brand  
building in their  
specific sector. The  
book encourages readers*

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*to apply practices from  
one category to another  
to foster innovation in  
brands and successful  
brand building.*

*Contributing authors: Al  
Ries (focus), Tony Allen*

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**Davis, New York Times  
bestselling author of The Lions of  
Fifth Avenue Larissa is a  
stubborn, brutally honest woman  
in her eighties, tired of her home  
in Kiev, Ukraine—tired of  
everything really, except for her  
beloved granddaughter, Natasha.**

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**Natasha is tired as well, but that's because she just had a baby, and she's struggling to balance her roles as a new mother, a wife, a struggling actress, and a host to her husband's slacker best friend, Stas, who has been staying with**

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**them in their cramped one-bedroom apartment in upper Manhattan. When Natasha asks Larissa to tell the story of her family's Soviet wartime escape from the Nazis in Kiev, she reluctantly agrees. Maybe Natasha is just looking for**



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**distraction from her own life, but Larissa is desperate to make her happy, even though telling the story makes her heart ache.**

**Larissa recounts the nearly three-year period when she fled with her self-absorbed sister, parents, and grandmother to a factory**

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theoretical and empirical  
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scientific insights, the  
book is intended to foster  
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methodological  
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**on fashion**

**communication and  
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**subjects within a growing field. This edited collection examines the complex dynamics of the ever-evolving media environment of lifestyle journalism, encompassing**



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**aspects of consumerism,  
entertainment and  
cosmopolitanism, as well  
as traditional journalistic  
practices. Through  
detailed case studies and  
research, the book**

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**discusses themes of  
consumer culture,  
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branding while bringing  
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such as social media and**

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from a variety of  
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**new edition combines  
expert contributors'  
perspectives on past,  
present and future  
practices in the fashion  
industry**

**A revised and expanded**

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**edition of the bestselling  
Explorations of a Cosmic  
Soul. Align your soul and  
spirit with this beautiful  
collection of poetry  
straight from the author's  
heart. Written by Allie**

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**Michelle, this edition includes her author notes that convey the energy she experienced when writing these poems. Inspiring and powerful, Allie's words will sweep**



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**you off your feet  
delivering the message  
that YOU are a cosmic  
being.**

**Unraveled  
Social Media,  
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**Experience**

**Global Fashion Brands**

**Luxury and Mass Markets**

**Companies, Fashion &**

**The Fabric of Our Lives**

**Literature, Media and**

**Contemporary Studies**

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## **Brand Management Strategies**

A study in the collision between Western medicine and the beliefs of a traditional culture focuses on a hospitalized child of Laotian immigrants whose belief

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that illness is a spiritual matter comes into conflict with doctors' methods.

This book will broaden readers' understanding of the links between the music and fashion industries. It highlights the

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challenges currently facing the fashion industry in terms of hyper-competition, definition of ever-faster trends, changing consumer demands etc. In fact, the fashion industry is heavily influenced by the digital

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revolution in the music industry, which has changed the face of individual music consumption and social reference, and therefore, also has impacts on fashion consumption and social reference. This understanding is

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crucial in order to realign any fashion company ' s strategies to the demands of modern fashion consumers. In terms of content, the book first discusses the social perspective of fashion and music. This includes an analysis

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of music as a key influencer of fashion trends, both theoretically and on the basis of a case study on grunge music. Then the role of music in the fashion business is addressed, and covers in-store music and the role of music in



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fashion communication.

Following up, the role of fashion in the music business is analyzed. This includes the trend of co-design of fashion collections, music artists' role of differentiation by style, and the

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market for music fashion merchandise articles (both theoretically and drawing on a case study). In closing, potential lessons learned from the music industry are developed for the fashion industry. This includes

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an analysis of the digital revolution and the advent of the crowdfunding idea (both theoretically and in a case study).

Revised edition of Visual merchandising and display,

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c2012.

How did you decide what to wear today? Did you base your selection on comfort or style? Did you want to blend in or stand out - or was it just the cleanest outfit available? We each make

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these decisions every day,  
reflecting how we view ourselves  
and impacting how others see  
us. Our choices matter - not just  
to us personally, but also to the  
magazine editors, brand  
ambassadors and trend

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forecasters who make a living by selling to us. Communicating Fashion introduces key concepts from the intersecting worlds of fashion and communication studies to connect how we all use clothing to express

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ourselves and how media systems support that process. In doing so, Myles Ethan Lascity explores social, cultural and ethical issues through the work of fashion journalism, brand promotions and the growing role

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of online influencers as well as the impact of film, television and art on self-image and expression. Key topics: - Advertising, Branding and Fashion Retail - Clothing, Art and Cultural Significance - Clothing



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as Group and Cultural Norms -  
Clothing, Identity and  
Interpersonal Communication -  
Fashion News and Tastemaking  
- Fashion, Social Media and  
Influencers - Meaning within the  
Fashion System - On-screen

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Clothing

A Guide to Fashion Forecasting

By Canoe and Dog Train

What's Next? A Conversation  
about Issues, Practices and  
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The Language of Branding

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Stories