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Sinopsis

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Promotion is a key element at each step of the merchandising process. Advertising, direct marketing, public relations, special events, and visual merchandising all work together to communicate the same message about a product, brand, or organization to the end user. Promotion in the Merchandising Environment, 2nd Edition, explains the process of promotion and describes the promotion tools available for creating successful campaigns. The book focuses on the comprehensive nature of promotion in the merchandising environment of fashion and related goods, emphasizing the changing nature of promotion in a global marketplace.

This book also introduces promotion strategies and techniques that can be used in a fashion environment or transferred to other disciplines or product categories. Using international examples, the book takes a global perspective. In addition to covering the role and organizational structure of promotion and advertising and the creative elements involved, the text examines all the components of the promotion mix. Unlike other books in the field, it considers both personal and non-personal techniques.

About the Author

Kristen K. Swanson is an associate professor of merchandising at Northern Arizona University. Her research interests include retail promotion and tourism retailing. She has had work published in the Journal of Travel Research, Tourism Management, Journal of Vacation Marketing, Collegiate Retailing Association Proceedings, and Clothing and Textiles Research Journal. She is a member of the American Collegiate Retailing Association, International Textile and Apparel Association, and the Travel & Tourism Research Association.

Judith C. Everett is a Professor of Communication at Northern Arizona University where she teaches a wide range of merchandising courses; including merchandise buying, fashion show production, historic dress, and professional practices. Her research interests include retail promotion and visual merchandising. She is an active member of the American Collegiate Retailing Association and The Fashion Group International.