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With the rise of digital media, promotion remains a key element at each step of the merchandising process to communicate a clear message about a product, brand, or retailer to the end user. Promotion strategies that were once limited to traditional media-print ads, radio or TV commercials-must now integrate digital media and more innovative means of communication through social media to stay relevant.

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The third edition of Promotion in the Merchandising Environment explains the process of promotion and the promotion mix tools used for creating successful campaigns. With expanded coverage of digital media, updated examples and images of retail advertisements and promotional activities in each streamlined chapter, students will gain a full understanding of how to create a successful promotion campaign for retail products.

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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.

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This fully updated edition broadly covers all categories of promotion with an emphasis on creativity, the promotion mix and the rise of digital media in the fashion industry.

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activities in each streamlined chapter, students will gain a full understanding of how to create a successful promotion campaign for retail products.

- Methods of evaluating promotional effectiveness throughout the text. - In-depth information on positing strategies by attribute, price, quality, etc. - Revised boxed readings from magazines, newspapers, and other sources. - Updated tables - Boxed readings from magazines, newspapers, and other sources - Future Trends section in each chapter - Full-color promotion portfolio - Checklists and forms on how to apply the concepts discussed - Bullet summary, list of key terms, and discussion questions - Instructor's Guide provides objectives, teaching hints, project suggestions, and test questions

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The importance of fashion and design in an events context remains under-researched, despite their ubiquity and significance from a societal and economic perspective. Fashion-themed events, for example, appeal to broad audiences and may tour the globe. Staging these events might help to brand destinations, boost visitor numbers and trigger popular debates about the contributions that fashion and design can make to identity. They may also tell us something about our culture and wider society. This edited volume for the first time examines fashion and design events from a social perspective, including the meanings they bestow and their potential economic, cultural and personal impacts. It explores the reasons for their popularity and influence, and provides a critique of their growth in different markets. Events examined include fashion weeks, fashion or design themed exhibitions, historical re-enactments, extreme/alternative fashion and design events, and large-scale public events such as royal weddings and horse

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aces. International examples and case studies are drawn from countries as diverse as the USA, UK, Germany, Bhutan, New Zealand and Australia. These are used to develop and critique various thematic concepts linked to fashion and design events, such as identity, gender, aspirations and self-image, commodification, authenticity, destination development and marketing, business strategy and protection/infringement of intellectual property. Fashion, Design and Events also provides a futurist view of these types of events and sets out a future research agenda. This book has a unique focus on events associated with fashion and design and features a swathe of disciplinary backgrounds. It will appeal to a broad academic audience, such as students of art and design, cultural studies, tourism, events studies, sociology and marketing.

The origins of retail are old as trade itself. Barter was the oldest form of trade. For centuries, most merchandise was sold in market place or by peddlers. Medieval markets were dependent on local sources for supplies of perishable food because Journey was far too slow to allow for long distance transportation. However, customer did travel considerable distance for specialty items. The peddler, who provided people with the basic goods and necessities that they could not be self sufficient in, followed one of the earliest forms of retail trade. Even in prehistoric time, the peddler traveled long distances to bring products to locations which were in short supply. "They could be termed as early entrepreneurs who saw the opportunity in serving the needs of the consumers at a profit" Later retailers

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opened small shops, stocking them with such produce. As towns and cities grew, these retail stores began stocking a mix of convenience merchandise, enabling the formation of high-street bazaars that become the hub retail activity in every city. In the great sweep of social and retail history, the 'modern' shopping experience can be said to have commenced with the appearance of the department store in the middle of the 19th century.

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