

Fashion Business Model Strategie E Modelli Delle Aziende Di Moda

Advanced Fashion Technology and Operations Management
 Information Technology and Business Process Reengineering
 Fashion business model. Strategie e modelli delle aziende di moda
 Global Marketing Strategies for the Promotion of Luxury Goods
 Business Model Innovation Strategy
 From Systematic Literature Review to Future Research Directions
 Fashion Supply Chain Management
 Strategy, Organization and Technology
 Proceedings of Sixth International Congress on Information and Communication Technology
 Digital Marketing Strategies for Fashion and Luxury Brands
 Process Innovation in the Global Fashion Industry
 Break the Rules of Marketing to Build Luxury Brands
 Proceedings of the International Seminar of Contemporary Research on Business and Management (ISCRBM 2019), 27-29 November, 2019, Jakarta, Indonesia
 Sustainable International Business Models in a Digitally Transforming World
 Selected Readings on Strategic Information Systems
 International Luxury Brand Strategy
 International Conference, CETS 2010, Ottawa, Canada, September 29-30, 2010. Proceedings
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 Examining the Business Models of SMEs
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 Business Model Innovation
 ICICT 2021, London, Volume 3
 A New Way of Linking Creativity and Strategic Planning to Discover Great Business Opportunities
 Rethinking Strategy for Creative Industries

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Advanced Fashion Technology and Operations Management Laurence King Publishing

Bachelor Thesis from the year 2017 in the subject Business economics - Business Management, Corporate Governance, grade: 1,3, University of applied sciences, Nürnberg, language: English, abstract: This bachelor thesis provides a general overview of the theoretical principles of the Blue Ocean Strategy targeting the assessment of opportunities for stationary fashion retail companies according to competitive advantages. The intention is the development of a strategic approach for this industry to disregard direct competition with contenders and e-commerce. However, the problem arises whether the Blue Ocean Strategy can provide a significant incentive for stationary fashion retailing aiming to avoid increasing competition. The following questions are, therefore, answered: Does the Blue Ocean Strategy provide opportunities for the stationary fashion retail group H&M to create competitive advantages by using four appropriate tools? How do customers perceive the raised and created elements by Arket? Does this concept affect customers' comparison between the two largest providers and Arket in the fast fashion industry? The analysis was conducted through a case study, a quantitative questionnaires and theoretical foundations. For this purpose, data sets of more than 2500 participants were obtained and evaluated. The thesis is, therefore, based on theoretical elaboration and a subsequent empirical research.

Information Technology and Business Process Reengineering IGI Global

"This book focuses on reporting both quantitative research on FSCM and exploratory studies on emerging supply chain management issues in the fashion industry"--Provided by publisher.

Fashion business model. Strategie e modelli delle aziende di moda IGI Global

Marketing and branding inform many of the strategic and creative decisions involved in fashion design and product development. Marketing is a vital component of the industry and an understanding of its importance and role is essential for those planning a career in fashion. Marketing Fashion, Second Edition is a practical guide to the fundamental principles of marketing and branding, from creating a customer profile to developing a brand identity. The book explains key theoretical concepts and illustrates how they are applied within the global fashion and retail industry, from haute couture to the mass market. All tools in the modern marketer's kit are discussed, from attending fashion fairs to viral marketing and online strategies. Using examples and case studies drawn from a broad range of fashion, textile, and retail businesses, students are led through the marketing process from initial consumer and market research to the creation of exciting marketing and branding campaigns. The book is designed to appeal to students at degree or foundation level as well as those contemplating a career within the fashion industry.

Global Marketing Strategies for the Promotion of Luxury Goods Kogan Page Publishers

This second edition of Design of Clothing Manufacturing Processes comprehensively addresses the design and planning of clothing manufacturing processes, beginning with the classification of clothing and discussion of its market, clothing sizing systems, and the key issues involved in developing a fashion collection. Special emphasis is placed on production planning and control, with detailed coverage of the processes of design, pattern making

and cutting, joining techniques, work analysis, clothing manufacturing planning, and the behaviour, performance, and quality of materials critical to the development, planning, and control of manufacturing processes and the sale of garments. With its descriptions of the rapid, integrated, and flexible manufacturing systems of today, driven by demand information, this book explains how new supply chain models and manufacturing processes can lead to a much quicker route from design to distribution. This new edition is updated with important new research and topics, including digital fashion incorporating scientific aspects of fabric modelling, simulation and digital fitting, and the performance of seams as an important criterion for the quality and appearance of clothing. Considers in detail the design of clothing classification and sizing systems Comprehensively presents the requirements of digital fashion, the terminology used for virtual garment, fabric modelling for virtual clothing simulation, and digital fitting Covers the production planning in all aspects of clothing production from design and pattern making to manufacture Provides a thorough review and description of quality requirements for clothing materials Looks in detail at the performance of stitched seams, from the theoretical basis for determining seam strength and the parameters that affect seam strength, to the phenomenon of seam pucker

[Business Model Innovation Strategy](#) Routledge

Business practices are constantly evolving in order to meet growing customer demands. By implementing fresh procedures through the use of new technologies, organizations are able to remain competitive and meet the expectations of their customers. Designing and Implementing Global Supply Chain Management examines how various organizations have re-engineered their business processes in an effort to accommodate new innovations and remain relevant in a highly competitive global marketplace. Highlighting the creation of integrated supply chains and the emergence of virtual business communities, this publication is an appropriate reference source for students, researchers, and practitioners interested in trending approaches to external business functions used to efficiently respond to growing customer demands.

[From Systematic Literature Review to Future Research Directions](#) IGI Global

Online shopping has become increasingly popular due to its availability and ease. As a result, it is important for companies that sell high-end products to maintain the same marketing success as companies selling more affordable brands in order keep up with the market. Digital Marketing Strategies for Fashion and Luxury Brands is an essential reference source for the latest scholarly research on the need for a variety of technologies and new techniques in which companies and brand managers can promote higher-end products. Featuring coverage on a broad range of topics and perspectives such as brand communication, mobile commerce, and multichannel retailing, this publication is ideally designed for managers, academicians, and researchers seeking current material on effectively promoting more expensive merchandise using technology.

[Fashion Supply Chain Management](#) Springer

The forces of volatility, uncertainty, complexity and ambiguity (VUCA) in today's world are shaping businesses and calling into question the wisdom of existing business models. VUCA challenges businesses to digitalize and transform in ways they had not contemplated before. This book looks at how successful businesses have revitalized and innovated their business models. It illustrates through cases how these businesses have adapted to new forms of globalization through the lens of Business Model Innovation (BMI) theories in a digital world. This book's chapters are divided into three sections. The first section examines the existing literature, the second section focuses on business processes and behaviour, and lastly the third section presents four case studies of sustainable international businesses from sectors such as the fashion and digital services industry. Paying attention to business decisions and outcomes, the contributors critically examine which theories and practices would be most applicable for a digitally transforming world. This book provides insights that will interest researchers and academics in the fields of sustainable business, organizational change, and digital transformation, amongst others. Its observations into sustainable digital transformation may also interest business leaders and consultants.

[Strategy, Organization and Technology](#) IGI Global

The luxury fashion industry is one of the best performing and fastest growing industries in today's business landscape, and is set to continue expanding over the next years. Exploring the effects of digitalization, this book aims to increase our understanding of the key drivers of internal growth and competitiveness in luxury fashion firms. With a focus on the development of new brand strategies brought about by digitalization, the author outlines the need for business models to be redesigned in order to make use of social media and satisfy Millennial consumers. Offering case studies on leading luxury fashion brands, this timely book evaluates new digital technologies and strategies including omnichannel marketing, 3D printing and smart textiles. A must-read for those researching digital marketing and branding, as well as luxury or fashion management, this book provides a much-needed and up-to-date analysis of a successful and digitally aware industry.

[Proceedings of Sixth International Congress on Information and Communication Technology](#) IGI Global

Fashion has been steadily moving from the brick and mortar to the digital market. As such, it is increasingly vital to research new methods that will help businesses to grow and succeed in this new sphere. Advanced Fashion Technology and Operations Management is a pivotal reference source for the latest development management strategies, fashion marketing, international business, and fashion entrepreneurship. Featuring extensive coverage across a range of relevant perspectives and topics, such as online shopping behavior, digital fashion, and e-commerce, this book is ideally designed for professionals, entrepreneurs, students, and researchers.

[Digital Marketing Strategies for Fashion and Luxury Brands](#) IGI Global

This book contains selected papers presented at the 3rd International Seminar of Contemporary Research on Business and Management (ISCRBM 2019), which was organized by the Alliance of Indonesian Master of Management Program (APMMI) and held in Jakarta, Indonesia on 27-29th November 2019. It was hosted by the Master of Management Program Indonesia University and co-hosts Airlangga University, Sriwijaya University, Trunojoyo University of Madura, and Telkom University, and supported by Telkom Indonesia and Triputra. The seminar aimed to provide a forum for leading scholars, academics, researchers, and practitioners in business and management area to reflect on current issues, challenges and opportunities, and to share the latest innovative research and best practice. This seminar brought together participants to exchange ideas on the future development of management disciplines: human resources, marketing, operations, finance, strategic management and entrepreneurship.

[Process Innovation in the Global Fashion Industry](#) IGI Global

Innovation and novel leadership strategies have aided the successful growth of the fashion industry around the globe. However, as the dynamics of the industry are constantly changing, a deficit can emerge in the overall comprehension of industry strategies and practices. The Handbook of Research on Global Fashion Management and Merchandising explores the various facets of effective management procedures within the fashion industry. Featuring research on entrepreneurship, operations management, marketing, business modeling, and fashion technology, this publication is an extensive reference source for practitioners, academics, researchers, and students interested in the dynamics of the fashion industry.

[Break the Rules of Marketing to Build Luxury Brands](#) Routledge

The Luxury Strategy, written by two world experts on the subject, provides the first rigorous blueprint for the effective management of luxury brands and companies at the highest level. It rationalizes those business models that have achieved profitability and unveils the original methods that were used to transform small family businesses such as Ferrari, Louis Vuitton, Cartier, Chanel, Armani, Gucci, and Ralph Lauren into profitable global brands. By defining the differences between premium and luxury brands and products, analysing the nature of true luxury brands and turning established marketing 'rules' upside down, it has established itself as the definitive work on the essence of a luxury brand strategy. This fully revised second edition of The Luxury Strategy explores the diversity of meanings of 'luxury' across different markets. It also now includes a section on marketing and selling luxury goods online and the impact of social networks and digital developments, cementing its position as the authority on luxury strategy.

[Proceedings of the International Seminar of Contemporary Research on Business and Management \(ISCRBM 2019\), 27-29 November, 2019, Jakarta, Indonesia](#) CRC Press

As an initial attempt to understand innovation in fashion, this volume focuses on product innovations, realizing that this industry is truly an innovative sector in which diverse technologies, science, art, and tradition have been merged, synthesized, and utilized to solve the needs and concerns of the end-users. In doing so, this book categorizes product innovation into three levels—materials, style and product development—and aims to present the broader scope of innovation in the global fashion industry with the hope that other sectors can learn from these developments and be inspired.

[Sustainable International Business Models in a Digitally Transforming World](#) Springer

The most comprehensive, global guide to business model design and innovation for academic and business audiences. Business Model Innovation Strategy: Transformational Concepts and Tools for Entrepreneurial Leaders is centered on a timely, mission-critical strategic issue that both founders of new firms and senior managers of incumbent firms globally need to address as they reimagine their firms in the post COVID-19 world. The book, which draws on over 20 years of the authors collaborative theoretical and rigorous empirical research, has a pragmatic orientation and is filled with examples and illustrations from around the world. This action-oriented book provides leaders with a rigorous and detailed guide to the design and implementation of innovative, and scalable business models for their companies. Faculty and students can use Business Model Innovation Strategy as a textbook in undergraduate, MBA, and EMBA degree courses as well as in executive courses of various designs and lengths. The content of the book has been tested in both degree and non-degree courses at some of the world's leading business schools and has helped students and firm leaders to develop ground-breaking business model innovations. This book will help you: Learn the basics of business model innovation including the latest developments in the field Learn how business model innovation presents new and profitable business opportunities in industries that were considered all but immune to attacks from newcomers Learn how to determine the viability of your current business model Explore new possibilities for value creation by redesigning your firm's business model Receive practical, step-by-step guidance on how to introduce business model innovation in your own company Become well-versed in an important area of business strategy and entrepreneurship Authors Amit and Zott anchored the book on their pioneering research and extensive scholarly and practitioner-oriented publications on the design, implementation, and performance implications of innovative business models. They are the most widely cited researchers in the field of business model innovation, and they teach at the top-ranked Wharton School of the University of Pennsylvania and the prestigious global business school IESE with campuses in Barcelona, Madrid, Munich, New York, and São Paulo.

[Greenwood Publishing Group](#)

Internationalization is an essential component of the business model for luxury fashion companies. Hence, regardless of their size, luxury firms have to develop in foreign markets to seek global demand, build a global image, and manage distribution and communications effectively. Filling a gap in current literature, this book examines the motives, processes, and forms assumed for the internationalization of luxury fashion companies and the relationship between internationalization and business models, with a focus on small and medium-sized enterprises (SMEs) and the specific challenges they face. The book proposes cases of Italian SMEs, being Italy a country that is globally recognized as a key player in the luxury fashion industry. Specifically, the authors link internationalization with business models and discuss the business model of luxury fashion SMEs, characterized by "genetic internationalization". Finally, the authors address the main theoretical and managerial implications emerging from their empirical research and discuss the applicability of this model to luxury companies in general. Offering a comprehensive and in-depth view of luxury fashion SMEs, this book is targeted to students, scholars and practitioners interested in luxury firms, internationalization, and business models.

[Selected Readings on Strategic Information Systems](#) IGI Global

This indispensable text offers students a high quality treatment of strategic operations management. It provides the reader with a clear understanding of the importance and nature of operations strategy by determining exactly which management activities, core competencies, resources and technologies underpin an operational strategy. The book demonstrates how various operational elements and components can be combined and customised into unique operational strategies. When these strategies are correctly implemented, they provide sustainable competitive advantage and allow firms to provide a diverse range of services and goods in their increasingly demanding, complex and dynamic marketplaces and spaces. Includes chapters covering customising operational strategies for retail, manufacturing, services and SMEs, and sections on eBusiness and complexity theory in relation to operations theory. Features include: *extended case-studies including several from Europe and the USA *case vignettes *learning objectives *key terms *chapter introduction and 'maps' to aid reader accessibility *'time out' boxes to prompt the reader to reflect on what has been learnt *'critical reflection' boxes that analyse theories and models.

International Luxury Brand Strategy Fashion business model. Strategie e modelli delle aziende di moda
 The International Conference on E-business Technology & Strategy (CETS) provides a peer-reviewed forum for researchers from across the globe to share contemporary research on developments in the fields of e-business, information technology and business strategy. It seeks to promote effective and vibrant networking among researchers and practitioners from around the world who are concerned about the effective management of information technology in organizations. This network of researchers views fostering the development of emerging scholars in the information technology and e-business fields as its primary task. Consequently the conference is designed to provide a venue for researchers to get substantive and beneficial feedback on their work. There were 134 contributions submitted to CETS 2010. After in-depth discussions, 29 high-quality contributions were selected for publication in this volume. The authors are from Canada, USA, China, Japan, India and Malaysia. We thank all the authors who submitted papers, the Program Committee members, and the external reviewers. We also thank all the local people who were instrumental in making this edition of CETS another very successful event. In particular, we are very grateful to Ying Xie, who was responsible for the local arrangements. Special gratitude goes to the publishing editor, Leonie Kunz, who managed the complexity of information and communication aspects. Furthermore, we thank the many students who volunteered on the organization team, as well as the IT services of Carleton University.
International Conference, CETS 2010, Ottawa, Canada, September 29-30, 2010. Proceedings Routledge
 Vast markets for high-symbolic-value goods serve as an expansive worldwide arena where luxury brands and products compete for consumer attention. As global luxury markets have grown and continue to grow, uncovering successful methods for maintaining brand image and consumer desire is critical to the success of high-end brands. *Global Marketing Strategies for the Promotion of Luxury Goods* explores the latest promotional

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trends, business models, and challenges within the luxury goods market. Focusing on strategies for achieving competitive advantage, new market development, as well as the role of the media in luxury brand building, this timely reference publication is designed for use by business professionals, researchers, and graduate-level students.

Waste Water Treatment Woodhead Publishing

This book presents a systematic literature review of 156 published papers on business model innovation (BMI). The aim is to identify and integrate the different theoretical perspectives, analytical levels, and empirical contexts in order to deepen understanding of this complex phenomenon. The authors conduct an inductive thematic analysis based on an informal ontological classification that identifies 56 key themes. Within each theme, discussion focuses on thematic patterns, potential inconsistencies and debates, and future directions and opportunities for research. The book makes a number of significant contributions to the field. First, it offers a deeper understanding of the evolution of research on BMI through an ontological map that identifies the key thematic areas in the literature. Second, a multilevel model is developed that clarifies the concept of BMI by identifying its drivers, contingencies, and outcomes. Third, the authors identify clear and specific directions for further research and offer suggestions on research design, creating an informative road map for the future. The book will be of value both to scholars and researchers and to practitioners.

The Luxury Strategy GRIN Verlag

This third volume on detox fashion highlights sustainable wastewater treatment methods, as well as techniques used by and the adoption of detox strategies by different brands in the textile sector. These aspects are addressed in three central chapters: Sustainable Wastewater Treatment Technologies; Review of the Utilization of Plant-based Natural Coagulants as Alternatives to Textile Wastewater Treatment; and New Waste Management through Collaborative Business Models for Sustainable Innovation.