



## Advanced fashion technology and operations management /

Vecchi, Alessandra,  
editor

Libros electrónicos

Monografía

"This book is a pivotal reference source for the latest developments 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"--

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**Contenido:** Fashion technology and the development of new business models / Raphayela Schlupe, Alpen Adria Universität -- Co-creation via digital fashion technology in new business models for premium product innovation : case-studies in menswear and womenswear adaptation / Frances Ross, London College of Fashion -- Fashion fusion in Kazakhstan : advanced technology converges with the past / Carolyn Erdner, KIMEP University -- Mastering fashion supply chain management and new product development in the digital age / Kijpokin Kasemsap, Suan Sunandha Rajabhat University -- The "day-after" gleam : reverse logistics in the luxury fashion sector and its impact on consumer value perception / Beata Stepień, Poznan University of Economics -- A review of consumer-facing digital technologies across different types of fashion store formats / Francesca Bonetti, The University of Manchester, Patsy Perry, The University of Manchester -- The shop of the future : bridging the online/offline experience gap in fashion retail through virtual reality / Christian Toma, The London College of Fashion, University of the Arts -- Convergence of physical and virtual retail spaces : the influence of technology on consumer in-store experience / Bethan Alexander, London College of Fashion, University of the Arts, Daniela Olivares Alvarado, London College of Fashion, University of the Arts -- Happiness and the future of fashion lies in the enigma of happy fashion phygital retail experiences / Kate Armstrong, LCF, UAL (and Regents University London), Charlotte Rutter, UCA -- Understanding on-line fashion buying behavior on impulse : feelings nothing more than feelings / Sara Hjelm Lidholm, University of Borås, Anita Radon, University of Borås, Malin Sundström, University of Borås, Jenny Balkow, University of Borås -- Let it go : consumer empowerment and user generated content : an exploratory study of contemporary fashion marketing practices in the digital age / Matteo Montecchi, London College of Fashion, The University of the Arts London, Karinna Nobbs, London College of Fashion, The

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