



## Sustainability in Fashion

By Claudia E. Henninger

Springer-Verlag Gmbh Jul 2017, 2017. Buch. Condition: Neu. Neuware - This book provides a critical insight into sustainability and fashion in a retailing and marketing context. Examining a truly global industry, Sustainability in Fashion offers international application with a view to contextualising important developments within the industry. Contributors use their diverse backgrounds and expertise to provide a contemporary approach in examining key theoretical concepts, constructs and developments. Topics include consumer behaviour, communications, circular economy and supply chain management. The individual chapters focus on sustainability and provide a range of fashion sector examples from high street to luxury apparel. 270 pp. Englisch.



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