



## Mode Internet: Le Marketing Epingle (Paperback)

By Bertrand Jouvenot

Booksurge Publishing, United States, 2009. Paperback. Condition: New. Language: French . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Premier du genre a etre consacre aux specificites du secteur de la mode, cet ouvrage demontre pourquoi le marketing classique doit etre mis entre parentheses pour reussir sur Internet. Mode Internet propose une analyse des nouveaux enjeux strategiques qu Internet impose aux marques de mode. Il demontre comment Internet vient ebranler leurs fondamentaux et esquisse des strategies de gestion de l image inedites. L auteur anticipe egalement les mutations a venir du systeme de la mode, engendrees par le developpement d Internet et leurs consequences sur le management des marques de mode. Les decouvertes effectuees tout au long de ce livre revelent des changements majeurs, dont la portee depasse de loin le simple univers de la mode et atteint egalement les autres secteurs. Illustre par des exemples minutieusement choisis, cet ouvrage de reference s adresse a tous les professionnels de la mode, du luxe et de la gestion des marques.



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