

FMB BA2a

## Useful sources of information

This is the reading list that your course has provided for the unit you are currently studying.

You will find everything you need by searching the catalogue via the [Library webpages](#).

For more information on how to search the catalogue [watch this short video](#)

### Required:

Bell, J. (2022) *Silent selling: best practices and effective strategies in visual merchandising*. 6<sup>th</sup> edn. New York: Fairchild Books.

Lea-Greenwood, G. (2013) *Fashion marketing communications*. Chichester: John Wiley & Sons.

Read: chapter 5: [The role of public relations](#)

Read: chapter 6: [Celebrity](#)

Londrigan, M. P., and Jenkins. J.M. (2018) [Fashion Supply Chain Management](#). New York: Fairchild Books.

Read: chapter 3: [Corporate social responsibility and sustainability](#)

Lowe, A. (2023) *Fashion brand management: plan, scale and market a successful fashion business*. London: Kogan Page.

NB please read [p.110-159](#) for your buying project

Reyes, A. (2018) *Marketing ethical, sustainable and fair trade brands*. Available at:

<https://www.bloomsburyfashioncentral.com/business-case?docid=b-9781474208796&tocid=b-9781474208796-062&st=brand+marketing> (Accessed: 13 September 2024).

NB please read the above article for your Marketing project.

Shaw, D. and Koumbis, D. (2017) *Fashion buying: from trend forecasting to shop floor*. London: Bloomsbury Visual Arts.

Swanson, K. K., and Everett, J.C. (2022) *Writing for the fashion business*. 2<sup>nd</sup> edn. New York: Fairchild Books.

**Website:** <https://library.norwichuni.ac.uk>

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**Course guides:** <https://library.norwichuni.ac.uk/course-guides>

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### Recommended:

Cope, J, and Maloney, D. (2016) *Fashion Promotion in Practice*. London: Fairchild Books.  
Read: [chapter 2: Advertising and Public Relations: From Verbal to Viral. Pp 28–49](#)

Fletcher, K. (2014) *Sustainable Fashion and Textiles : Design Journeys*. Oxford: Taylor & Francis.

Harris, C. (2017) *The Fundamentals of Digital Fashion Marketing* . London: Bloomsbury Visual Arts.  
Read: [chapter 3: Social media and fashion marketing. Pp 74–105](#)

Pegler, M and Kong, A. (2018) *Visual Merchandising and Display*. London: Fairchild Books.

Swanson, K. K., and Everett, J.C. (2008) *Writing for the Fashion Business*. New York: Fairchild Books.  
Read: [Writing for Public Relations. Pp 2018-274](#)

### Online Source:

[PR Week](#)

[The Business of Fashion](#)

[Drapers](#)

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