

FCP/FMB

BA1B

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:

Cope, J. and Maloney, D. (2016) *Fashion promotion in practice*. London: Fairchild Books.

Read Chapter 9 [The fashion magazine: from print to pixel](#)

Dillon, S. (2018) *The fundamentals of fashion management*. London: Bloomsbury Visual Arts.

Read Chapter 5 [Fashion marketing and communication](#)

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

Read Chapter 2 [Marketing strategy](#)

Read Chapter 3 [Tools and media channels](#)

Read Chapter 4 [The power of magazines](#)

Rath, P. M., Bay, S., Petrizzi, R., and Gill, P. (2023) *The why of the buy: consumer behaviour and fashion marketing*. 3rd edn. London: Fairchild Books.

Read Chapter 2 [Consumer behaviour and marketing](#)

Read Chapter 3 [Perception, learning, and memory](#)

Read Chapter 4 [Motivation](#)

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

Read Chapter 4 [Writing for print magazines](#)

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Recommended:

Barber, A (2021) *Consumed: on colonialism, climate change, consumerism and the need for collective change*. London: Brazen.

Diamond, J. and Diamond, E. (2013) *The world of fashion*. London: Fairchild Publications.
Read Chapter 7 [Careers in fashion](#)

Nelson Best, K. (2018) *The history of fashion journalism*. London: Bloomsbury Academic.

Tungate, M. (2012) *Fashion brands: branding style from Armani to Zara*. 3rd edn. London: Kogan Page.

Further:

- [Drapers](#)
- [Fashion Roundtable](#)
- [Good on You](#)
- [The Agents Club](#)
- [The Business of Fashion](#)

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

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