

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*. 6th 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](#)

Jin, B.E. (2024) *Global fashion business: international retailing, marketing, and merchandising*. London: Bloomsbury.

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.

Read [pages 110-159](#) for your buying 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*. 2nd edn. New York: Fairchild Books.

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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](#)

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](#)

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 Chapter 9 [Writing for public relations](#)

Further:

- [Drapers](#)
- [PR Week](#)
- [The Business of Fashion](#)

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