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Springer-Verlag New York Inc. Hardcover. Condition: New. 151 pages. Dimensions: 9.3in. x 6.4in. x 0.7in.Fashion Branding and Consumer Behaviors presents eye-opening theory, literature review and original research on the mutual influence of branding strategies and consumer response. Contributors use multiple methods to analyze consumers psychosocial needs and the extent that their fulfillment goes beyond the usefulness or value of the items they purchase as well as the fashion industrys means of communicating brand identity and enhancing brand loyalty. Along the...

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