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# Bringing Fashion Business to Life



*"This is a strong resource for business, marketing, and industry-related studies (...) Business Cases is an excellent addition to the Fashion Central collection."*  
- Library Journal.

Bloomsbury Fashion Business Cases enables students to develop the essential business skills required by the next generation of fashion industry professionals. Global in focus, case studies present real-world challenges facing the business of fashion, tackling important issues such as sustainability, technology, ethics, and leadership.

## Content Highlights

- Hundreds of cases covering a vast range of topics designed to suit the entire breadth of the fashion curriculum
- Global cases exploring the industry across the USA, UK, Europe, Asia, and the Pacific
- A range of levels, lengths, and approaches to suit varying student requirements
- Partner case collections from leading fashion business schools around the world including LIM College, New York; RMIT University, Melbourne; British School of Fashion; Educators for Socially Responsible Apparel Practices (ESRAP)
- Extended teaching notes and supplementary resources such as guided videos by the editors, designed to help educators make the most out of the case study method of teaching

## Features & Benefits

- Explore authoritative real-world cases selected and reviewed by editors who bring valuable educator and industry experience
- Get up to speed with updates every year, tackling the current issues facing varying sectors of the industry
- Search and browse for relevant content with confidence, using a comprehensive taxonomy that aligns with global fashion curricula

## Contact Us

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