

## **Advance Reading – International Fashion Marketing**

The texts listed below will provide you with an overview of the subject area in advance of beginning your studies.

*Mastering Fashion Marketing* (2008) by Tim Jackson and David Shaw (Palgrave Macmillan).

*Logistics & Retail Management* (2009) 3<sup>rd</sup> Edition Edited by John Fernie and Leigh Sparks (Kogan Page).