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Brand, Consumer and Sustainability
Perspectives

Edited by Frederica Brooksworth
Emmanuel Mogaji · Genevieve Bosah



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Brand, Consumer and Sustainability Perspectives in Fashion Marketing: Conclusion and Research Agenda

- [Frederica Brooksworth](#),
- [Emmanuel Mogaji](#) &
- [Genevieve Bosah](#)

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Abstract

The chapters suggest a few conclusions, but overall, they present an understanding of the incredible transformations taking place in markets within emerging economies and the importance of the top marketing strategies considered to aid the fast rise. There are still many uncovered grounds about fashion marketing. While this book has made significant contributions, further research is still needed better to understand the market and marketing strategies for fashion brands, recognising the inherent challenges and opportunities in these emerging markets. In addressing these research agendas, it is essential to remember that one cap does not fit all; however, the focus is on emerging markets. Different countries and regions will still have unique features that shape fashion brands' marketing. Irrespective of this vast demography across these emerging markets, these seven strands of research are presented agenda for future research.

Keywords

- **Fashion marketing**
- **Emerging economies**
- **Developing countries edited book**
- **Conclusion**

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Author information

Authors and Affiliations

1. **Fashion Education Group, London, UK**

Frederica Brooksworth

2. Greenwich Business School, University of Greenwich, London, UK

Emmanuel Mogaji

3. University of Hertfordshire, Hertfordshire, UK

Genevieve Bosah

Corresponding author

Correspondence to [Frederica Brooksworth](#).

Editor information

Editors and Affiliations

1. Fashion Education Group, London, UK

Frederica Brooksworth

2. Greenwich Business School, University of Greenwich, London, UK

Emmanuel Mogaji

3. University of Hertfordshire, Hatfield, UK

Genevieve Bosah

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