



# Brand/Story: Cases and Explorations in Fashion Branding

By Joseph H. Hancock

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**Brand/Story: Cases and Explorations in Fashion Branding** By Joseph H. Hancock

*Brand/Story: Cases and Explorations in Fashion Branding, Second Edition* examines how a retailer, manufacturer, or designer label uses storytelling to grab a consumer's interest. For consumers, branding tells the story and creates the identity for a product, a person, and a company. Using 10 case studies on such notable brands as Levis and Vivienne Westwood, *Brand/Story* looks at what a fashion brand is about and why companies advertise the way they do. It enables the reader to think critically about branding—both the medium and the message—and not simply take advertisements and brands at face value.

### **New to this edition:**

- ~Features 7 new brands including LuluLemon, Warby Parker, MAC Cosmetics and Topshop/Topman
- ~Over 40 new color images including advertisements for Ralph Lauren, Vera Wang, and Dolce & Gabbana
- ~Updated interviews with industry professionals including Nancy Mair, General Merchandise Manager, Burlington Stores and Jill Walker-Roberts, President of Walker-Roberts Consulting
- ~New *Go Outside!* exercises provide readers with scenarios in which they can apply what they learn to other brands they encounter
- ~Chapter objectives and discussion questions allow the reader to fully engage with the content

### **Instructor Resources:**

- ~Instructor's Guide and Test Bank provide suggestions for planning the course and using the text in the classroom
- ~ PowerPoint presentations include images from the book and provide a framework for lecture and discussion

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### Editorial Review

#### Review

“The strength of the book is the choice of brands and related exercises. This is really diverse and brings the topics together.” *?Linda Mackie*

“I really like how the author brings in research from different researchers and what they found. He also ties that in well with advertisements that are well known. Students can then understand the research and how it applies to the ads they see or have seen if older ads.” *?Dawna Baugh*

#### About the Author

Joseph H. Hancock, II is an Associate Professor at Drexel University, USA, in the Department of Design. He has worked in management and leadership for such landmark companies as The Gap, The Limited Corporation and Target Corporation.

### Users Review

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##### **Nancy Brown:**

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