

# Unveiling Fashion: Business, Culture, and Identity in the Most Glamorous Industry (INSEAD Business Press)

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## Unveiling Fashion: Business, Culture, and Identity in the **Most Glamorous Industry (INSEAD Business Press)**

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Proposing a comprehensive account of the global fashion industry this book aims to present fashion as a social and cultural fact. Drawing on six principles from the industry, Godart guides the reader through the economic, social and political arena of the world's most glamorous industry.



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