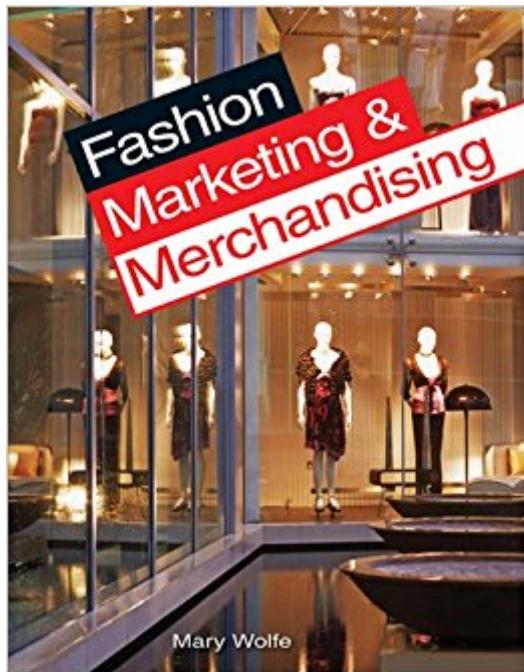


The book was found

Fashion Marketing & Merchandising



Synopsis

Fashion Marketing & Merchandising brings to life the business aspects of the fashion world. It presents the basics of market economics, textiles, design, and promotion. This edition gives an in-depth view of the entire textile/apparel/retail soft goods chain and offers a comprehensive study of retail fundamentals and strategies for retail success. Hundreds of new color photos make the world of fashion come to life for fashion marketing and merchandising students. Describes the latest concepts in manufacturing, mass customization, and niche specialization; trends in globalization; and environmental issues. Explains computer technologies, such as robotic manufacturing, automatic replenishment of merchandise, and Internet retailing. Fashion in Action activities encourage students to apply many of the concepts learned in the chapter to real-life situations. Extensive glossary helps students learn terms related to fashion marketing and merchandising.

Book Information

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examples, and appropriate readability are hallmarks of Goodheart-Willcox products.

It is now several years that I work in the commercial side of the fashion industry (trading). This book offers a scenic panorama of the fashion business processes from A to Z. Anyone working in the fashion business should have at least the basic knowledge of the merchandising cycle, from raw materials, to manufacturing, distribution and retail. I recommend it.

give outdated info; nonetheless, does give some basic frameworks to the old way of doing business - not applicable for today fierce market competitions, just archive knowledge that might be of use to someone.

Great

A lot of information

Not what it said it was.

Excellent

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