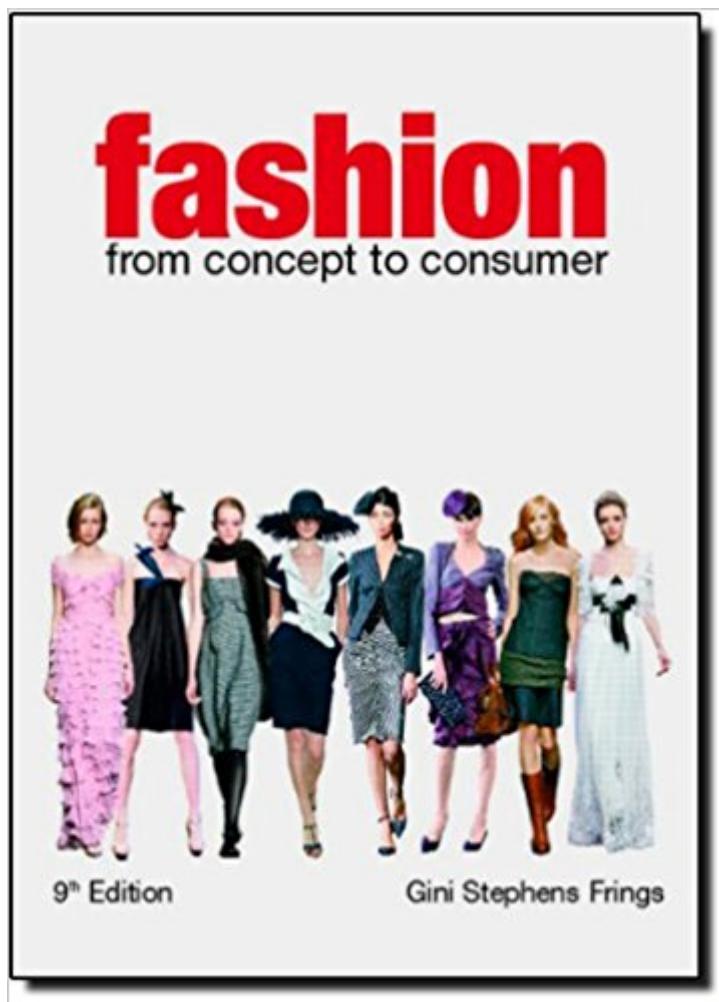


The book was found

Fashion: From Concept To Consumer (9th Edition)



Synopsis

An invaluable tool for anyone who wants to know more about fashion and the fashion business, retail store buyers and merchandise managers, or merchandisers and designers working for apparel manufacturers, *Fashion: From Concept to Consumer* tells the entire story of how the fashion business works. It includes the processes involved with producing raw materials, apparel, and accessories, as well as the retail businesses that sell fashion merchandise to the public. Each chapter contains a career focus, chapter objectives, review questions, terminology, and projects to aid in reviewing the subject matter. This edition includes new information on globalization, manufacturing technologies, branding, retailing and more!

Book Information

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The changing role of manufacturing

Product data management systems

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New information on trade shows, updates on locations and timing of markets

Runway vs. showroom

Manufacturer/retailer relationships

Retailing:

New information on categories, store ownership, and organization

New information on shopping center categories

Consolidations and acquisitions

Global expansion

Retailers as manufacturers

National brands vs. private label

New retail marketing focus

Store planning and design

Newest trends in retail marketing

Book I neeed for school. Boring!!!

This book was required for my university class, I've really enjoyed reading every chapter, it explains how the fashion industry operates today.

Extremely satisfied :)

Good purchase

My book was kind of in cruddy shape

this book is very interesting and FULL of great info!!!! It is required reading for my fashion design business class but would buy it even if it wasn't just for the information it contains. GREAT READ!!!

This book is really good, even though it is used it still has its quality and everything as a brand new book. I would recommend this book to any fashion related course. I needed this book for one of my classes.

received book in a fast manner and came as described. Looking forward to the class in July.

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