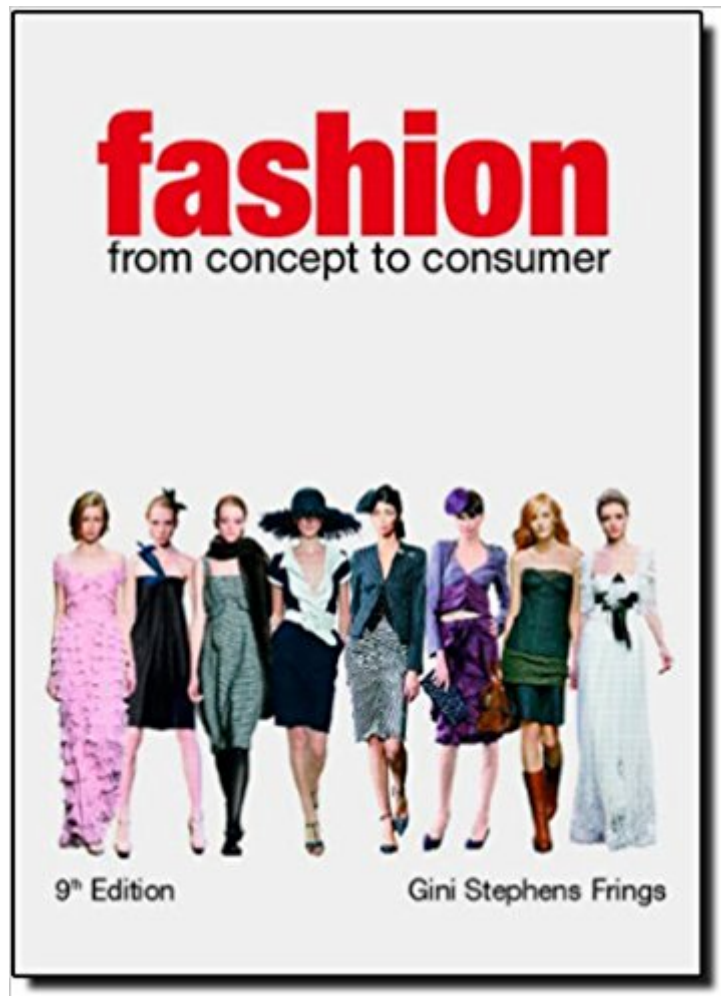




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Fashion: From Concept To Consumer (9th Edition)



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

Hardcover: 496 pages

Publisher: Pearson; 9 edition (October 7, 2007)

Language: English

ISBN-10: 0131590332

ISBN-13: 978-0131590335

Product Dimensions: 8.7 x 1 x 10.8 inches

Shipping Weight: 2.8 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 23 customer reviews

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Book I neeeded for school. Boring!!!

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