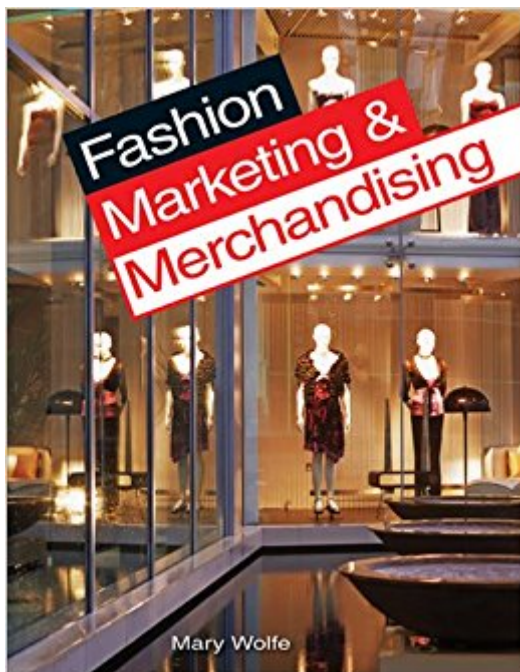


The book was found

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

Hardcover: 672 pages

Publisher: Goodheart-Willcox; 3 edition (April 24, 2008)

Language: English

ISBN-10: 1590709187

ISBN-13: 978-1590709184

Product Dimensions: 8.7 x 1 x 10.9 inches

Shipping Weight: 3.6 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 6 customer reviews

Best Sellers Rank: #132,120 in Books (See Top 100 in Books) #63 in Books > Business & Money > Industries > Fashion & Textile #164 in Books > Arts & Photography > Fashion #290 in Books > Arts & Photography > Graphic Design > Commercial > Fashion Design

Customer Reviews

Goodheart-Willcox is the premier publisher for Technical, Trades, and Technology; Family and Consumer Sciences; and Business, Marketing and Career Education. Goodheart-Willcox products are designed to train everyone from students through practicing professionals. Our books and supplements contain a wealth of information on the latest theories, techniques, tools, and operations for these subject areas. Whether the subject is automotive or child care, you will find numerous features throughout our textbooks to make learning easier. High-quality presentation, authoritative content, sound topic sequence, an abundance of illustrations, involving pedagogy, real-world

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

[Download to continue reading...](#)

Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Fashion Retailing: From Managing to Merchandising (Basics Fashion Management) Fashion Marketing & Merchandising Back to the 80s: 1980s Fads and Fashion Coloring Book: Adult Coloring Books Fashion, 80s Coloring Book, 1980s Coloring Book, Fashion Coloring Book ... Fashion Coloring Book for Adults) (Volume 1) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Merchandising Mathematics for Retailing (5th Edition) (Fashion)

Merchandising Mathematics for Retailing (Fashion) Fashion Coloring Books for Adults Vol.1: 2017 Fun Fashion and Fresh Styles! (Fashion Coloring Books for Adults) (Volume 1) Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Instagram Marketing: A Picture Perfect Way to Strike It Rich! (Facebook Marketing, Youtube Marketing 2) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success.

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)