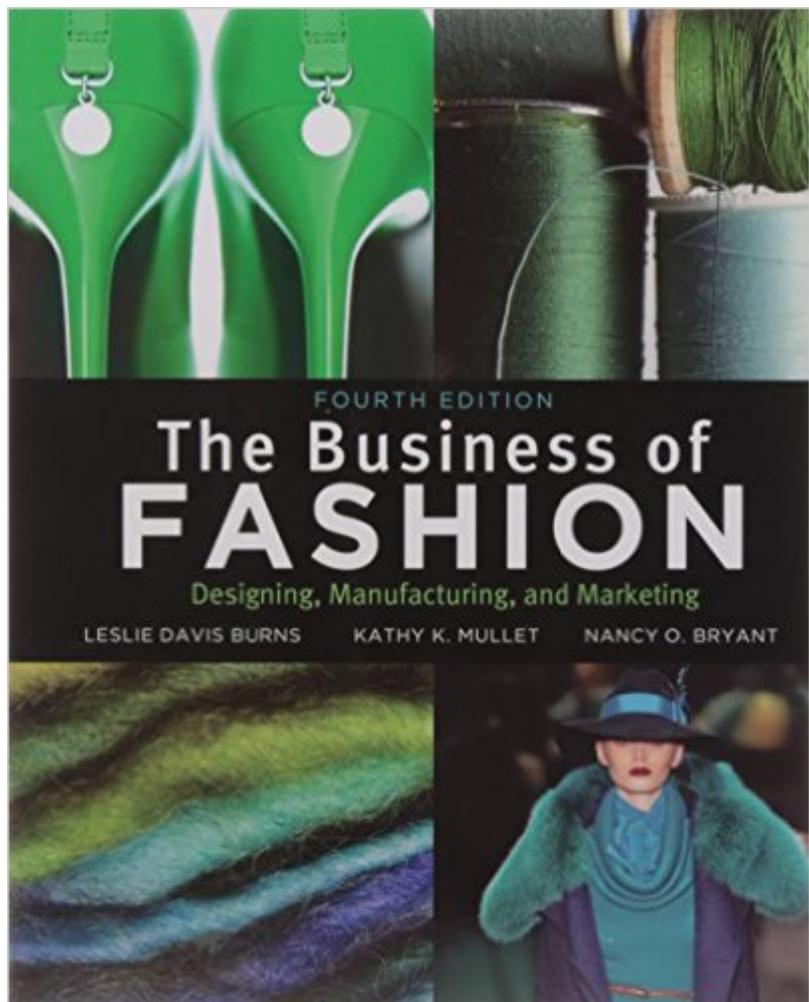


The book was found

The Business Of Fashion: Designing, Manufacturing And Marketing



Synopsis

Revised to keep up with the quickly evolving landscape of the fashion industry, the fourth edition of this authoritative text offers updated information on the design, manufacturing, marketing, and distribution of fashion products within a global context. Research-based content provides insight on the organization and operation of textiles, apparel, accessories, and home fashion companies, as well as the effect of technological, organizational, and global changes on every area of the business.

Book Information

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Customer Reviews

Perfect for my work!It is commonly known that fashion is big business, yet given its global significance, little has been written on the phenomenon of the fashion system. Instead, books have tended to focus on dress history, although recently the discipline has taken a more theoretical turn, with a spate of books appearing that analyze the underlying forces motivating fashion. This pioneering book unites theory and practice to provide an integrated series of snapshots taken from different perspectives of the fashion business in the second half of the twentieth century.

The book is very interesting , There is a fair amount of relevant and updated information about the industry. I am happy to have purchased it.

This book came on time. My loves the book and there is a lot of good things that you will learn about fashion.

It's a fairly nice book, it covers the basics of fashion and also how the buying process works, plus seasonality, will recommend this to some one who is new to the business.

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