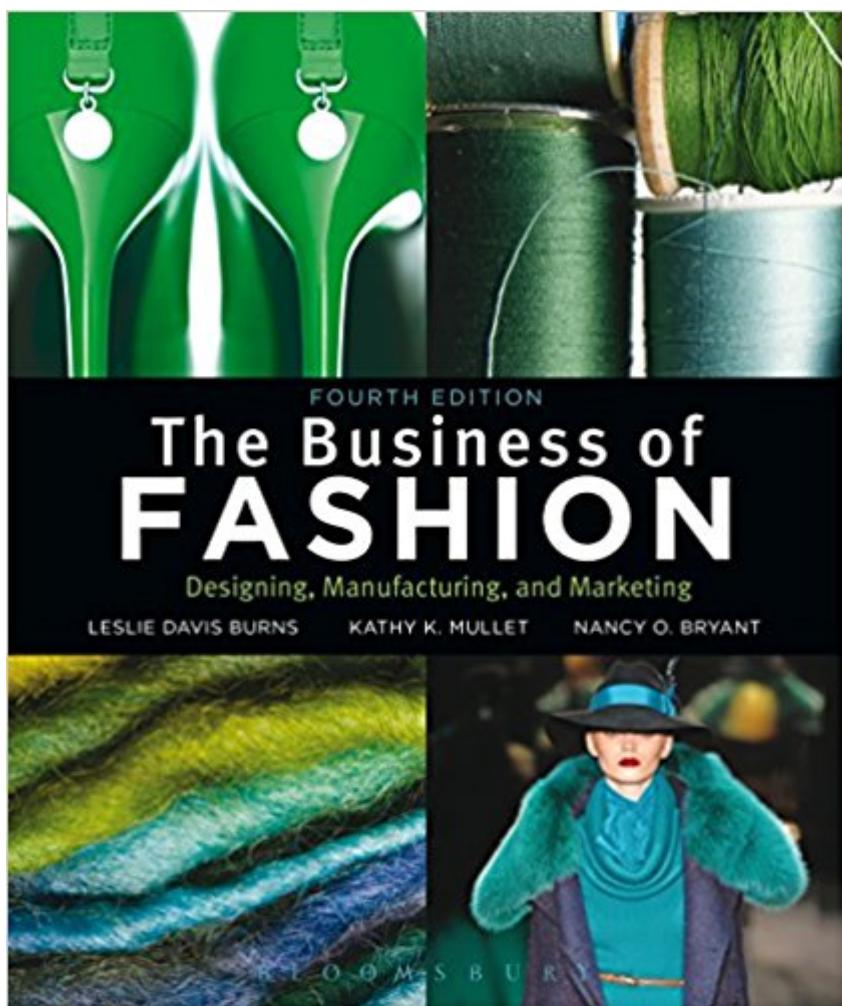


The book was found

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

Paperback: 640 pages

Publisher: Fairchild Books; 4 edition (August 22, 2011)

Language: English

ISBN-10: 1609011104

ISBN-13: 978-1609011109

Product Dimensions: 7.4 x 1.2 x 233.2 inches

Shipping Weight: 2.1 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 10 customer reviews

Best Sellers Rank: #44,549 in Books (See Top 100 in Books) #17 in Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Manufacturing #23 in Books > Business & Money > Industries > Fashion & Textile #64 in Books > Arts & Photography > Graphic Design > Commercial > Fashion Design

Customer Reviews

Leslie Davis Burns, Kathy K. Mullet and Nancy O. Bryant are all based at Oregon State University.

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 quality of the book is bad, I have only 2 months with the book and already falling apart.

Apparently, the previous person who used it didn't take care of it. Although, the book contents are

very helpful for my Textile Apparel class but bad quality.

Item arrived on time and as described.

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.

Received it in good condition.

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.

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

Worth the read.

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

The Business of Fashion: Designing, Manufacturing and Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) 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) 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) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Additive Manufacturing Technologies: 3D Printing, Rapid Prototyping, and Direct Digital Manufacturing Supply Chain Management in Manufacturing + Inventory Control in Manufacturing: 2 Books in 1 ISO 22716:2007, Cosmetics - Good Manufacturing Practices (GMP) - Guidelines on Good

Manufacturing Practices Social Marketing Profits: Start and Grow a Business via Facebook Shopify or Instagram Local Business Marketing Fashion Coloring Books for Adults Vol.1: 2017 Fun Fashion and Fresh Styles! (Fashion Coloring Books for Adults) (Volume 1) Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) 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. Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) 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

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)