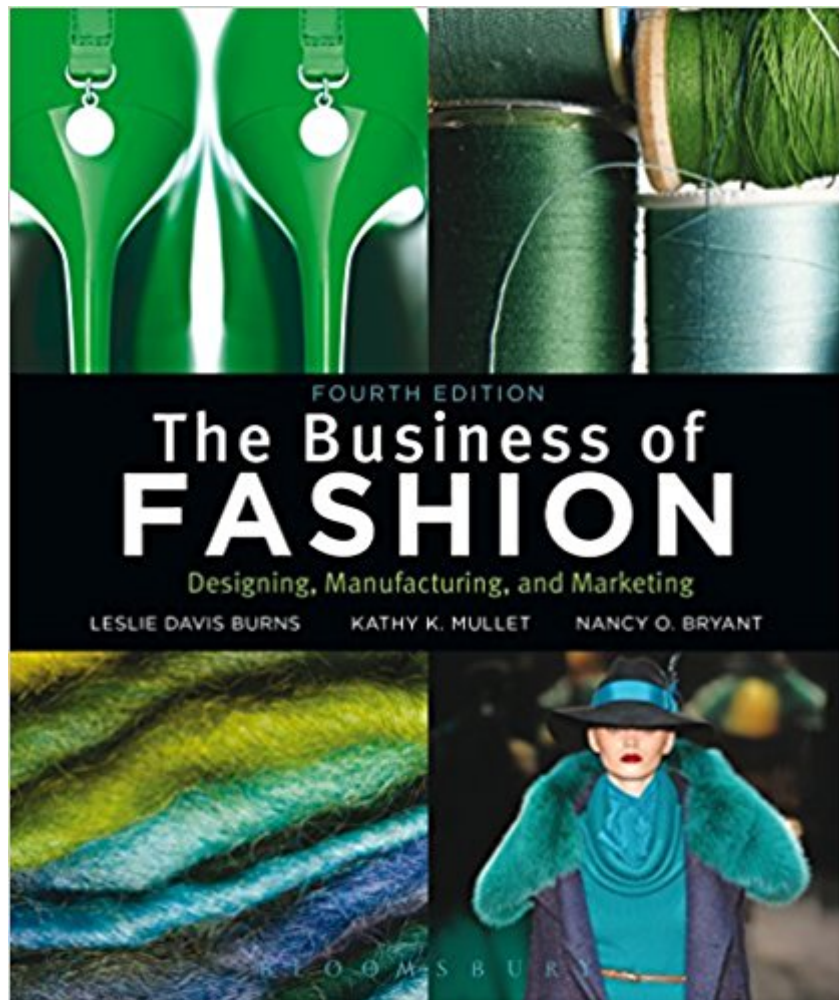




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The Business Of Fashion: Designing, Manufacturing And Marketing



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

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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.

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