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Fashion Retailing: A Multi-Channel Approach



Synopsis

This comprehensive text focuses on the fashion segment of the retail industry. It begins with a broad overview of fashion retailing, then focuses on on-site and off-site environments, management and control functions, merchandising fashion products, and ends with communicating with and servicing the clientele. In this new edition, the authors focus on the globalization of the retail industry with emphasis on US retail expansion into foreign markets as well as global brands' proposed expansion into the US market. This edition has been extensively updated to include current trends including sustainable fashion, the growth of the multi-cultural market, and the impact of new technology and e-commerce. With many engaging photographs and examples to illustrate the concepts, Fashion Retailing is ideal for learning the fundamentals of global fashion retailing and the basic business concepts involved.

New to this Edition: ~All new Chapter 17 on Communicating to Customers Through Electronic Media~New Happening Now feature in each chapter covers the latest retailing methods with such items as The Growth of Mobile Commerce, Gap's overseas explosion in Latin American Countries, and J. Crew's global push, among many others~Full color insert featuring the entire photo program in vibrant colorTeaching Resources~Instructor's Guide \provides suggestions for planning the course and using the text in the classroom, supplemental assignments, and lecture notes.~A new Test Bank includes more than 350 questions featuring true/false, multiple choice, short answer or essay questions and midterm and final exam questions.~PowerPoint® presentations include images from the book and provide a framework for lecture and discussion

Book Information

Paperback: 408 pages

Publisher: Fairchild Books; 3 edition (January 29, 2015)

Language: English

ISBN-10: 1609019008

ISBN-13: 978-1609019006

Product Dimensions: 8.5 x 1 x 11 inches

Shipping Weight: 2.6 pounds (View shipping rates and policies)

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Best Sellers Rank: #259,435 in Books (See Top 100 in Books) #93 in Books > Business & Money > Industries > Fashion & Textile #208 in Books > Business & Money > Industries > Retailing #6159 in Books > Textbooks > Business & Finance

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