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Fashion: The Industry And Its Careers



Synopsis

The exciting and dynamic fashion industry presents a wide range of possible careers, but it can be difficult for a novice to determine exactly what each involves. *Fashion: The Industry and Its Careers*, 2nd Edition, offers a thorough and informative exploration of fashion careers across the board, including designer, textile manufacturer, retailer, wholesaler, illustrator, model, product developer, journalist, publicist, trend forecaster, and more. For each career covered, readers will learn about what to expect on the job, required education and training, how to advance to a management role, relationship to the industry as a whole, and future outlook. This 2nd edition has been completely updated to reflect recent developments in technology, world economics, and globalization.

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Customer Reviews

This book was incredibly useful in my search for a career path in the world of fashion and retail. It is up-to-date and spells out what the job is, qualities a successful professional would have, college majors companies prefer to hire, skills you need, starting salaries, task descriptions of daily projects. It was really helpful to have access to so many job types at one time so paging through it I could bookmark potential jobs from Product Management to Fashion Photographer to Visual Merchandiser. It covers the full spectrum and is a great resource for anyone still in college looking for their dream job! Sometimes it's hard to match your skill set with a real job title and description but this book makes it so easy!! I definitely recommend it to anyone in the design, fashion, or arts fields.

for anyone who's considered the wonderful world of fashion as a career, this book has a great range

of the specific job titles, challenges, duties and typical progression to help you narrow down what job you want. the book is divided by categories that match the stages of development, ie. forecasting trends, manufacturing textiles, fashion sales (ie. retail) and merchandise marketing and related fields such as spa/wellness and interiors.

This is a required textbook for one of my Fashion Classes/Lectures in my college. As long as I had gotten it, I was fine, and I got it in time, so I was good. Point of me getting it from was that it was cheaper than getting it from my college's Bookstore. Nothing bad about this :)I love how the entire book is basically a rundown of probably all of the careers offered in the fashion world! It gives you the Job, a detailed Job Description, the Qualifications, the Experience/Education needed, and sometimes even the challenges these certain people might face. I will definitely be keeping and using this in the near future, for when I get one of these positions, and when I also have to know about the other positions that would be working around me.

My daughter was nervous about ordering this for her class but was very happy when it arrived! Excellent condition and great packaging for shipping. Much cheaper than what school was charging. Very happy with this purchase!

This book is written by a professor I am currently taking class with at MSU. I find the book very insightful, and knowledgeable about the industry, with graphic descriptions of the jobs and positions.

Shipped fast and was exactly what I needed

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