



## Fashion Marketing Merchandising (Hardback)

By Mary Gorgen Wolfe

Goodheart-Wilcox Publisher, United Kingdom, 2009. Hardback. Condition: New. 3rd ed.. Language: English . Brand New Book. Fashion Marketing Merchandising brings to life the business aspects of the fashion world. It presents the basics of market economics, textiles, design, and promotion. This edition gives an in-depth view of the entire textile/apparel/retail soft goods chain and offers a comprehensive study of retail fundamentals and strategies for retail success. Hundreds of new color photos make the world of fashion come to life for fashion marketing and merchandising students. Describes the latest concepts in manufacturing, mass customization, and niche specialization; trends in globalization; and environmental issues. Explains computer technologies, such as robotic manufacturing, automatic replenishment of merchandise, and Internet retailing. Fashion in Action activities encourage students to apply many of the concepts learned in the chapter to real-life situations. Extensive glossary helps students learn terms related to fashion marketing and merchandising.



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