

The Business of Fashion: Designing, Manufacturing, and Marketing

By Leslie Davis Burns, Kathy K. Mullet, Nancy O. Bryant

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Revised to keep up with the quickly evolving landscape of the fashion industry, the fifth 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. Updated discussions of technologies, corporate social responsibility, and sustainable practices are incorporated throughout the text.

New to this Edition

- Features a new Chapter 2 Global Fashion Supply/Value Chain and expanded section on global sourcing in Chapter 11 Sourcing Decisions and Production Centers
- New chapter case studies give students a chance to think critically and apply the chapter concepts
- Integrates corporate responsibility and sustainability throughout this edition
- Highlights the roles of emerging technologies from 3D technologies in fashion design to omnichannel technologies in fashion retail

***The Business of Fashion* STUDIO**
- Study smarter with self-quizzes featuring scored results and personalized study tips
- Review concepts with flashcards of terms and definitions

Teaching Resources
- Instructor's Guide with projects, case studies, and test questions connected to the knowledge and skill guidelines in the Association to Advance Collegiate Schools of Business (AACSB) standards.
- PowerPoint presentations to frame lectures.

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- Sales Rank: #523901 in Books
- Published on: 2016-09-08
- Released on: 2016-09-08
- Original language: English

- Number of items: 1
- Dimensions: 283.97" h x 22.23" w x 8.55" l, .0 pounds
- Binding: Paperback
- 384 pages

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Editorial Review

Review
A very comprehensive text, with a good layout and good explanation of the industry's terminology. I don't know of a book which covers all the areas that this title does, which definitely works to its advantage. -- Nicole Dunlop, Central Saint Martins, UK The book itself is very well structured following the general design/marketing process applied in the fashion industry. Adding case studies and career opportunities at the end of each chapter is a great addition. -- Dong Shen, California State University, Sacramento, US

About the Author

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