



Fashion Retailing: A Multi-Channel Approach (Paperback)

By Ellen Diamond, Jay Diamond, Sheri Litt

Bloomsbury Publishing PLC, United Kingdom, 2015. Paperback. Book Condition: New. 3rd Revised edition. 279 x 216 mm. Language: English . Brand New Book. 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,...



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