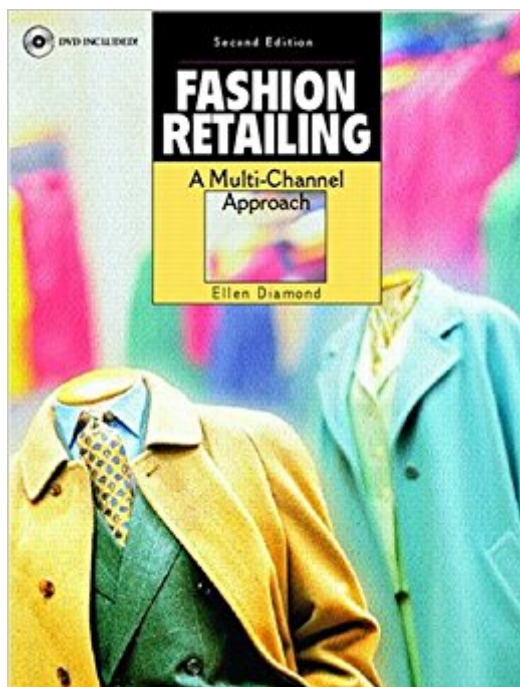


The book was found

Fashion Retailing: A Multi-Channel Approach



Synopsis

The only retailing book that exclusively focuses on the fashion segment of the retailing industry, its complete coverage includes the author's personal experience, in-depth interviews with industry professionals, and a wealth of pertinent photographs, exposing fashion retailing as a "multi-channel" industry. Beginning with a broad overview of fashion retailing, this book then focuses on on-site environments, management and control functions, merchandising fashion products, communicating with clientele, and finally ends with a useful appendix about careers in fashion. An excellent handbook for retail executives and managers in the field.

Book Information

Paperback: 432 pages

Publisher: Prentice Hall; 1 edition (January 20, 2005)

Language: English

ISBN-10: 0131776827

ISBN-13: 978-0131776821

Product Dimensions: 8.3 x 0.7 x 10.7 inches

Shipping Weight: 2.2 pounds

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #325,789 in Books (See Top 100 in Books) #81 in Books > Textbooks >

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Customer Reviews

Ellen Diamond is currently an Adjunct Instructor of Marketing, Retailing, and Fashion at Nassau Community College in Garden City, New York. She has extensive experience in visual merchandising with an emphasis on layout design and execution. She is also the author of Fashion Retailing (Delmar, 1993) --This text refers to an out of print or unavailable edition of this title.

I am using this book for my Intro to Retailing class and it has a lot of info in it. Could use to be updated slightly.

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