

The book was found

# Fashion Retailing: A Multi-Channel Approach



## Synopsis

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, and J. Crew's global push, among many others
- ~Full color insert featuring the entire photo program in vibrant color
- Teaching Resources~Instructor's Guide \provides suggestions for planning the course and using the text in the classroom, supplemental assignments, and lecture notes.
- ~A new Test Bank includes more than 350 questions featuring true/false, multiple choice, short answer or essay questions and midterm and final exam questions.
- ~PowerPoint® presentations include images from the book and provide a framework for lecture and discussion

## Book Information

Paperback: 408 pages

Publisher: Fairchild Books; 3 edition (January 29, 2015)

Language: English

ISBN-10: 1609019008

ISBN-13: 978-1609019006

Product Dimensions: 8.5 x 1 x 11 inches

Shipping Weight: 2.6 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #259,435 in Books (See Top 100 in Books) #93 in Books > Business & Money > Industries > Fashion & Textile #208 in Books > Business & Money > Industries > Retailing #6159 in Books > Textbooks > Business & Finance

[Download to continue reading...](#)

Fashion Retailing: A Multi-Channel Approach Applied Channel Theory in Chinese Medicine Wang  
Ju-Yi's Lectures on Channel Therapeutics Are You Channel Ready?: How to Set Up Your Channels  
and Channel Partners Successfully Tupac Shakur: Multi-platinum Rapper: Multi-Platinum Rapper  
(Lives Cut Short) Back to the 80s: 1980s Fads and Fashion Coloring Book: Adult Coloring Books  
Fashion, 80s Coloring Book, 1980s Coloring Book, Fashion Coloring Book ... Fashion Coloring  
Book for Adults) (Volume 1) Merchandising Mathematics for Retailing (5th Edition) (Fashion)  
Retailing Management Retailing Retailing Principles: Global, Multichannel, and Managerial  
Viewpoints Retailing in Emerging Markets The New Science of Retailing: How Analytics are  
Transforming the Supply Chain and Improving Performance Retailing Logistics and Fresh Food  
Packaging: Managing Change in the Supply Chain Isn't It Obvious?: A Business Novel on Retailing  
Using the Theory of Constraints Retailing Management, 9th Edition Strings Extraordinaire!  
Performance Ensembles - a Multi-level Approach. (Violin) Dosage Calculations: A Multi-Method  
Approach Discovery Channel Sharkopedia: The Complete Guide to Everything Shark Zendaya:  
Disney Channel Actress (Pop BIOS) The Glorious Flight: Across the Channel with Louis Bleriot July  
25, 1909 (Picture Puffin Books) The Channel Tunnel (Great Building Feats)

[Dmca](#)