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Fashion Marketing, 3rd Edition: Mike Easey (Editor) ISBN: 978-1-405-13953-3 November 2008 276 Pages. E-Book \$38.99. Paperback \$47.99. Read an Excerpt Excerpt 1: (PDF) Excerpt 2: (PDF) Excerpt 3: (PDF) Description 'Clothing that is not purchased or worn is not fashion ...

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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.

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Chapter 1 2. Chapter 2 4. Chapter 3 6. Chapter 4 8. Chapter 5 10. Chapter 6 12. Chapter 7 14. Chapter 8 16. Chapter 9 18. Chapter 1. Question Number Answer Level 1 Head Reference for Answer Difficulty

### Answers to Chapters 1,2,3,4,5,6,7,8,9 - End of Chapter ...

Revised edition of: Marketin today's fashion / Helena de Paola. 2nd ed. 1986. Description: xiv, 402 pages, 8 unnumbered pages of plates : illustrations (some color) ; 25 cm: Contents: I. Understanding Today's Fashion --1. The Meaning of Fashion --2. The Why and How of Fashion --3. Researching the Fashion Consumer --II.

### Marketing today's fashion (Book, 1995) [WorldCat.org]

Greg Marshall and Mark Johnston (both of Rollins College) have taken great effort to represent marketing management the way it is actually practiced in successful organizations today. The 3rd edition, written for today's students in an interesting, lively, professional tone, has received the exclusive endorsement of the American Marketing Association as the recommended key resource for the PCM exam.The 3e is also supported by application and project enriched Connect.

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