



The Business of Fashion: Designing, Manufacturing, and Marketing (3rd Edition)

Leslie Davis Burns, Nancy O. Bryant

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The third edition of this authoritative text focuses on the organization and operation of the U.S. textiles and fashion industry how fashion apparel and accessories are designed, manufactured, marketed, and distributed and examines the role of these industries within a global context. Since the publication of the first edition, the textile and apparel industries have continued to undergo tremendous change. Quick Response strategies have evolved into supply-chain management, Web-based business-to-business and business-to-consumer communications and commerce have grown, and mass customization is a reality. The third edition of this book continues to capture the dynamics of the fashion industry by emphasizing the technological, organizational, and global changes in its various components.

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