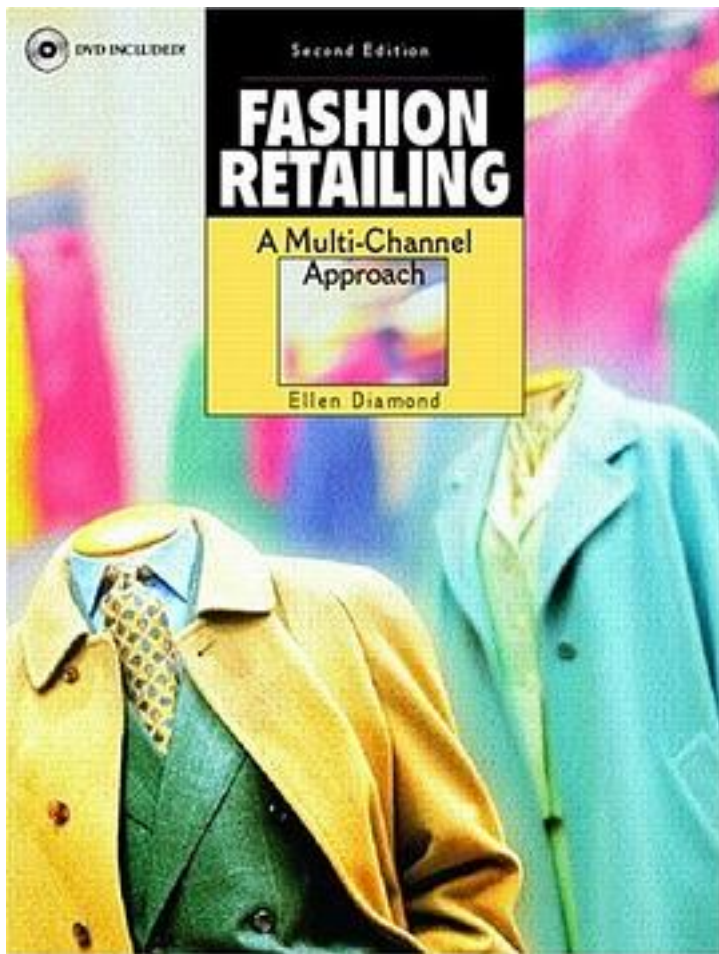


Fashion Retailing



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著者:Ellen Diamond

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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.

作者介绍:

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