

The Fashion Sleuth



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For introduction to fashion, design, or marketing courses that involve research. This book is geared specifically to information fluency for the fashion industry - covering traditional and non-traditional research - and is meant to help the reader overcome any Internet research phobia. Written to make students more proficient and confident in using the Internet and the computer as a tool for conducting research, this book provides insider industry secrets to researching the Internet for fashion design and/or fashion marketing related information through easy to understand and follow step-by-step exercises. The companion CD contains over 1,600 URLs including links for business, marketing, forecasting, global trade shows, global sourcing markets by

country, and a global list of online museums and other historical and art resources. This book will teach students to research beyond Google(t), how to use Boolean Logic and Search Engine Math, to conduct an Advanced Search online, and give them a better understanding of how to mine the Deep Web. Pearson Education is proud to bring world-renowned Dorling Kindersley (DK) products to your classroom. Instantly recognized by their fascinating, full-color photographs and illustrations on every page, DK titles will add meaning to expository text and make learning accessible and, fun. Other DK hallmarks include cross-section views, 3D models, and text to visual call-outs to help readers comprehend and enjoy the wealth of information each book provides. With Pearson, you can see DK in a whole new way! For a complete listing of titles, please visit: <http://us.dk.com/pearson>

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