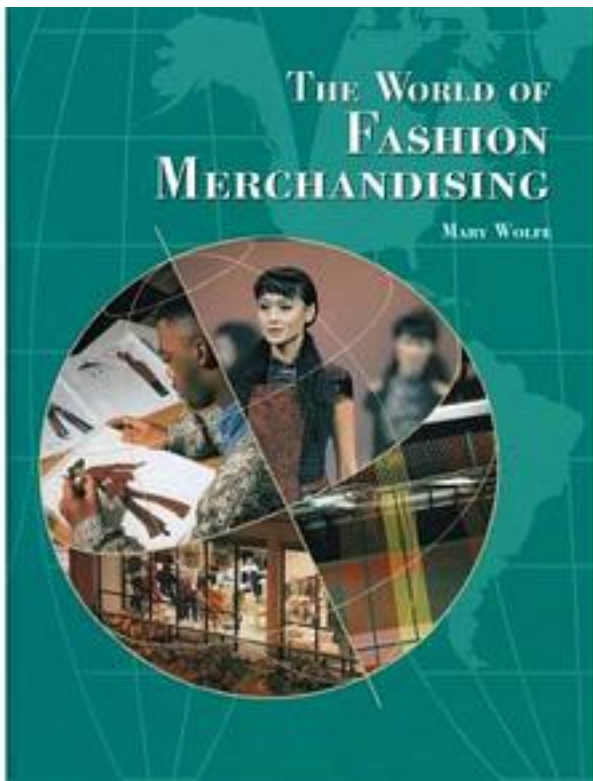


The World of Fashion Merchandising



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- Describes the latest concepts of manufacturing, mass customization and niche specialization; trends in globalization; and environmental issues.- Explains new computer technologies, such as robotic manufacturing, automatic replenishment of merchandise, and Internet retailing.

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