

The book was found

Fashion Now: A Global Perspective



Synopsis

The approach of Fashion Now is to emphasize fashion and marketing. By using this book students will learn that one of the keys to becoming successful in the fashion business is through decision making based on the marketing approach. First, find out what customers want and then provide a product or service to meet these needs or wants. The basic language and principles of fashion are presented early in the text so that students can apply these to more advanced marketing and merchandising discussions. The globalization of fashion is a pervasive theme presented in many ways including history, international sourcing and trade and retailing.

Book Information

Hardcover: 384 pages

Publisher: Prentice Hall; 1 edition (October 10, 2010)

Language: English

ISBN-10: 0131594109

ISBN-13: 978-0131594104

Product Dimensions: 8.9 x 0.9 x 10.7 inches

Shipping Weight: 2.6 pounds

Average Customer Review: 4.7 out of 5 stars 7 customer reviews

Best Sellers Rank: #83,527 in Books (See Top 100 in Books) #20 in Books > Textbooks > Humanities > Design #148 in Books > Arts & Photography > Graphic Design > Commercial > Fashion Design #445 in Books > Arts & Photography > Decorative Arts & Design

Customer Reviews

Prepare for a Career in FASHION with Confidence! With a rapidly changing industry, *Fashion Now: A Global Perspective* offers the very latest information in the field, and emphasizes fashion and marketing by incorporating business concepts used by design and merchandising students. The globalization of fashion is, an important topic, in the text, is presented through coverage of history, international trade, and retailing. Geared toward introductory fashion students, *Fashion Now: A Global Perspective* provides a detailed and highly visual study of important introductory fashion concepts and a global view of the fashion industry. Students will learn that one of the keys to becoming successful in the fashion business is through decision-making by making decisions based on the marketing approach—finding out what customers want and then providing a product or service to meet their needs and wants. Unlike other texts in the

marketplace, *Fashion Now: A Global Perspective* offers the following and more: A A Discussion of marketing as it applies to fashion to help prepare students to enter the industry. A Friendly, conversational writing style that makes the subject more engaging for students. The Business of Fashion feature boxes throughout the text highlight a significant business/marketing concept or event. End-of-chapter discussion questions, related activities, and case studies for small- group discussion and enhanced learning. A Fashion Marketing Business Plan project that guides students through the process of building their own fashion retail business. A A High praise for *Fashion Now: A Global Perspective*: A A A¢â ¬“Overall, the readability and content are great. A¢â ¬â• A¢â ¬âœCourtney Cothren, Stephens College A A A¢â ¬“I think this has an opportunity to be an excellent text. Compared to others I have used, there are more new ideas, concepts, terms, and theories written in this text. A¢â ¬â• A¢â ¬âœJim McLaughlin , Florida State University A A A¢â ¬“[This book] discusses in depth the fashion industry, noting key details that I highlight in my class. A¢â ¬â• A¢â ¬âœDiana Saiki, Ball State University

Celia Stall-Meadows is assistant professor of fashion marketing in the Department of Family and Consumer Sciences at Northeastern State University in Tahlequah, Oklahoma

Ms. Meadows taught my daughter while she was a professor at Northeastern State University in Tahlequah, Oklahoma. My daughter asked for this book for Christmas - and got it. She is really enjoying it!!

I needed this book for a college course and it's so easy to read, usually it takes me forever to sit down and read college textbooks but i love this subject and the way it's written makes it easy to follow and stay focused.

Current, straight forward and easily interpreted. Great for studying even if you're not a fashion major, must purchase! Great condition

This book is perfect for those looking to understand the fashion industry from a macro perspective. It contains excellent summaries and definitely introduces concepts in a way most people should be able to relate to.

If you are going to school for a fashion degree this is a must, its very knowledgeable in getting you

going in the fashion industry!

Same book for less than campus bookstore.

Great!!

[Download to continue reading...](#)

Draw in Perspective: Step by Step, Learn Easily How to Draw in Perspective (Drawing in Perspective, Perspective Drawing, How to Draw 3D, Drawing 3D, Learn to Draw 3D, Learn to Draw in Perspective) Back to the 80s: 1980s Fads and Fashion Coloring Book: Adult Coloring Books Fashion, 80s Coloring Book, 1980s Coloring Book, Fashion Coloring Book ... Fashion Coloring Book for Adults) (Volume 1) Fashion Now: A Global Perspective Fashion Coloring Books for Adults Vol.1: 2017 Fun Fashion and Fresh Styles! (Fashion Coloring Books for Adults) (Volume 1) Marketing Fashion: A Global Perspective Living in The Now in Easy Steps (Understanding Eckhart Tolle, Dalai Lama, Krishnamurti, Meister Eckhart and more!): 7 Lessons & Exercises to Stop Your ... Live in the Now (The Secret of Now Book 1) An Introduction to Theology in Global Perspective (Theology in Global Perspectives) The New Global Mission: The Gospel from Everywhere to Everyone (Christian Doctrine in Global Perspective) No Bull Review - Global History and Geography Regents: Global 1 and Global 2 Format Sold into Extinction: The Global Trade in Endangered Species: The Global Trade in Endangered Species (Global Crime and Justice) The Urban Sketching Handbook: Understanding Perspective: Easy Techniques for Mastering Perspective Drawing on Location (Urban Sketching Handbooks) a perspective...ONE FOOT ON A BANANA PEEL: the slippery slope of lung cancer: a perspective...ONE FOOT ON A BANANA PEEL: the slippery slope of lung cancer Quisqueya la Bella: Dominican Republic in Historical and Cultural Perspective: Dominican Republic in Historical and Cultural Perspective (Perspectives on Latin America and the Caribbean) Framed Perspective Vol. 1: Technical Perspective and Visual Storytelling Perspective Drawing for Kids: A Perspective Drawing Guide for Kids, Including Detailed Explanations and Step By Step Exercises Islamic Culture in the Middle East in Perspective (World Cultures in Perspective) Sexy Seductive Lingerie & Boudoir Poses 1000 Positions Photographs: Fashion Models, Pin-Ups, Fashion Photographers, Figure Model, Artists & Art Models Fashion Design Studio: Learn to Draw Figures, Fashion, Hairstyles & More (Creative Girls Draw) Fashion Trends: Analysis and Forecasting (Understanding Fashion) The Fashion Design Reference & Specification Book: Everything Fashion Designers Need to Know Every Day

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)