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# 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

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## 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 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. High praise for Fashion Now: A Global Perspective: "Overall, the readability and content are great." Courtney Cothren, Stephens College "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." Jim McLaughlin, Florida State University "[This book] discusses in depth the fashion industry, noting key details that I highlight in my class." Diana Saiki, Ball State University

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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!!

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