



Mastering Fashion Buying and Merchandising Management

By Tim Jackson, David Shaw

Palgrave Macmillan. Paperback. Book Condition: new. BRAND NEW, Mastering Fashion Buying and Merchandising Management, Tim Jackson, David Shaw, The first academic textbook covering European retail fashion buying and merchandising. It provides a unique insight into best practice across the fashion industry. - Covering design, marketing, sourcing, negotiation, range planning, supply chain and stock management, it clearly integrates current operational practice with theory. - This, combined with a thorough explanation of careers, makes it a key text as it provides an important reference source for existing practitioners, as well as being vital for students, new entrants and those seeking a career change into buying and merchandising.

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