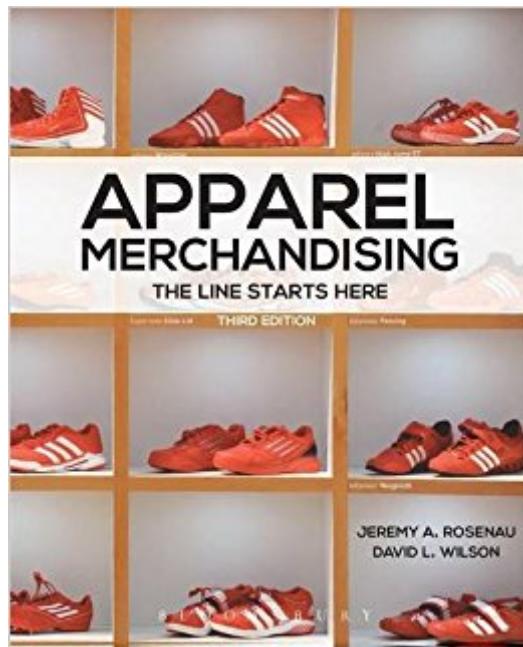


The book was found

# Apparel Merchandising: The Line Starts Here



## **Synopsis**

Apparel Merchandising: The Line Starts Here analyzes the evolution and development of the merchandising function in branded apparel companies and retail private label apparel. It describes today's challenges for both apparel manufacturers and retailers in meeting the consumer's demands for the right products at the right prices - and at the right times. Approached from the perspective of the apparel product manager, Rosenau and Wilson cover men's and women's sportswear and activewear and children's wear in both domestic and international markets. The text follows the evolution of the merchandising function with emphasis on product development and production efficiency, highlighting the philosophies of industry executives and the effective integration of the merchandising, marketing, and manufacturing functions along the way. The third edition emphasizes the increased importance of retailer's private brands, explores how companies apply technology to all facets of product development and supply chain management, and addresses the impact of social media on both retailers and apparel manufacturers.

## **Book Information**

Paperback: 512 pages

Publisher: Fairchild Books; 3 edition (February 27, 2014)

Language: English

ISBN-10: 1609015398

ISBN-13: 978-1609015398

Product Dimensions: 7.4 x 30.6 x 234.2 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 2 customer reviews

Best Sellers Rank: #80,059 in Books (See Top 100 in Books) #33 in Books > Textbooks > Business & Finance > Sales #46 in Books > Business & Money > Industries > Fashion & Textile #70 in Books > Business & Money > Industries > Retailing

## **Customer Reviews**

Jeremy A. Rosenau is a Professor Emeritus and Program Director of the graduate program in Fashion Apparel Studies at Philadelphia University, USA, and Program Director of Master of Science in Fashion Apparel Studies. David L. Wilson is a former Assistant Professor and Director of Fashion and Apparel Programs at Philadelphia University, USA, where he established the Fashion Design program and won the National Sears-Roebuck Foundation Teaching Excellence and Campus Leadership Award.

useful book

Just what I needed and quickly delivered!

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

Apparel Merchandising: The Line Starts Here IV Starts: Up-to-date Guide on Quickly Mastering IV Starts for Nurses and Paramedics (UPDATED FOR 2016) Piano Starts Here: The Young Art Tatum The Sweet Spot. Great Golf Starts Here.: Three Essential Keys to Control, Consistency and Power (EvoSwing Golf Instruction Series Book 1) Window Display: New Visual Merchandising Visual Merchandising and Display: Studio Access Card Silent Selling: Best Practices and Effective Strategies in Visual Merchandising Merchandising Mathematics for Retailing (5th Edition) (Fashion) Merchandising Mathematics for Retailing (Fashion) Merchandising: Theory, Principles, and Practice Automated Merch Business with Printful: A Step-by-Step Blueprint to Starting your Very Own 6-Figure Print-on-Demand Merchandising Business. No Capital Required! Floriculture: Designing & Merchandising Merchandising Math for Retailing (4th Edition) Contemporary Visual Merchandising and Environmental Design (4th Edition) Math for Merchandising: A Step-by-Step Approach (3rd Edition) Fashion Retailing: From Managing to Merchandising (Basics Fashion Management) Fashion Marketing & Merchandising Visual Merchandising, Third edition: Windows and in-store displays for retail Bill Bryson Collector's Edition: Notes from a Small Island, Neither Here Nor There, and I'm a Stranger Here Myself Beyond Design: The Synergy of Apparel Product Development

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)