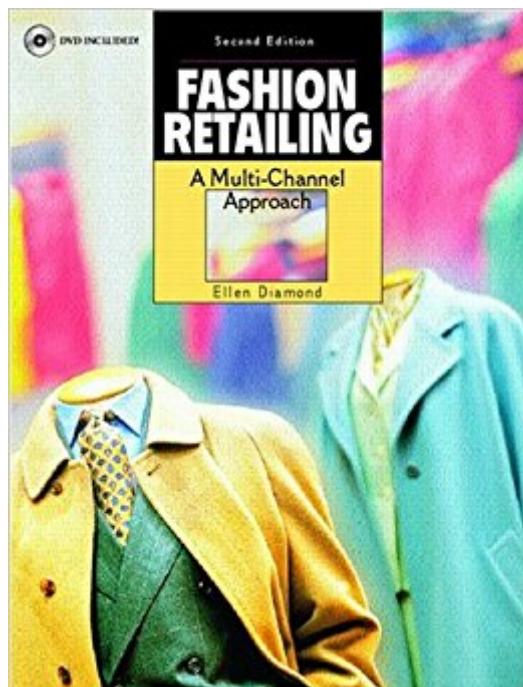


The book was found

# Fashion Retailing: A Multi-Channel Approach



## Synopsis

The only retailing book that exclusively focuses on the fashion segment of the retailing industry, its complete coverage includes the author's personal experience, in-depth interviews with industry professionals, and a wealth of pertinent photographs, exposing fashion retailing as a "multi-channel" industry. Beginning with a broad overview of fashion retailing, this book then focuses on on-site environments, management and control functions, merchandising fashion products, communicating with clientele, and finally ends with a useful appendix about careers in fashion. An excellent handbook for retail executives and managers in the field.

## Book Information

Paperback: 432 pages

Publisher: Prentice Hall; 1 edition (January 20, 2005)

Language: English

ISBN-10: 0131776827

ISBN-13: 978-0131776821

Product Dimensions: 8.3 x 0.7 x 10.7 inches

Shipping Weight: 2.2 pounds

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #325,789 in Books (See Top 100 in Books) #81 in Books > Textbooks > Business & Finance > Sales #97 in Books > Textbooks > Humanities > Design #258 in Books > Business & Money > Industries > Retailing

## Customer Reviews

Ellen Diamond is currently an Adjunct Instructor of Marketing, Retailing, and Fashion at Nassau Community College in Garden City, New York. She has extensive experience in visual merchandising with an emphasis on layout design and execution. She is also the author of *Fashion Retailing* (Delmar, 1993) --This text refers to an out of print or unavailable edition of this title.

I am using this book for my Intro to Retailing class and it has a lot of info in it. Could use to be updated slightly.

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

Fashion Retailing: A Multi-Channel Approach Fashion Retailing: From Managing to Merchandising (Basics Fashion Management) 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) Merchandising Mathematics for Retailing (5th Edition)  
(Fashion) Merchandising Mathematics for Retailing (Fashion) Applied Channel Theory in Chinese  
Medicine Wang Ju-Yi's Lectures on Channel Therapeutics Channel Playbook: An Insider Guide To  
Channel Management The Shell Channel Pilot: South Coast of England, the North Coast of France  
and the Channel Islands The Shell Channel Pilot: South Coast of England, North Coast of France,  
Channel Islands Channel Islands (Insight Guides Channel Islands) Insight Guides Channel Islands  
(Insight Guide Channel Islands) Tupac Shakur: Multi-platinum Rapper: Multi-Platinum Rapper (Lives  
Cut Short) Fashion Coloring Books for Adults Vol.1: 2017 Fun Fashion and Fresh Styles! (Fashion  
Coloring Books for Adutls) (Volume 1) Experiential Retailing: Concepts and Strategies That Sell  
Retailing in Emerging Markets Retailing Management, 9th Edition Isn't It Obvious?: A  
Business Novel on Retailing Using the Theory of Constraints Merchandising Math for Retailing (4th  
Edition) Retailing Principles Second Edition: Global, Multichannel, and Managerial Viewpoints  
Strategic Green Infrastructure Planning: A Multi-Scale Approach

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)