

The Fashion Industry and Its Careers: An Introduction



Filesize: 1.64 MB

Reviews

This pdf will never be straightforward to get going on studying but quite enjoyable to read through. This is certainly for all those who stante there was not a really worth studying. You are going to like the way the blogger publish this publication.
(Mrs. Adah Sawayn)

THE FASHION INDUSTRY AND ITS CAREERS: AN INTRODUCTION



Fairchild Books. Paperback. Condition: New. 496 pages. The Fashion Industry and Its Careers, 3rd Edition, offers an exploration of the fashion industry - from raw materials to marketing to the ultimate consumer - and explores fashion careers across the board. For each career covered, readers will learn about what to expect on the job, required education and training, and the relationship of the role to the industry as a whole. The third edition is fully updated with recent developments in technology, world economics and globalization and effects on industry sectors and career opportunities. Through current, applied industry information and personal assessments throughout, students gain a critical understanding of what careers match their aptitudes, skill sets, and interests - and how to begin down a path to a successful career in the fashion industry. New to this edition: -In-depth job descriptions for a wider range of careers expanded to include Marketing Director, Product Marketing Manager, Brand Marketing Manager, Digital Marketing Manager, Web Site Marketing Personnel, Creative Art Director, Copy Writer, Customer Service and Customer Relationship Management (CRM) Staff in Chapter 9; and Digital Media Artist, Graphic Designer, Fashion Journalist, and Fashion Blogger in Chapter 12. -New Profiles are presented at the conclusion of chapters-from young executives and entrepreneurs, such as freelance trend forecaster and fashion entrepreneur Erin Burke (Chapter 11), Marivi Avalos Monarrez, Chief Marketing Officer and Managing Director for Asia at Fashionbi (Chapter 9), and Mandy Raines-Cordia, Womens Contemporary Apparel Buyer for Zappos. com (Chapter 10); to legends and true teachers, like David Wolfe, Creative Director of The Doneger Group (Chapter 1), fashion journalist Robin Givhan (Chapter 12), and fashion educator Dr. Catherine Amoroso Leslie at Kent State University (Chapter 14). -Organizational changes to the unit structure align the content with current industry practice and emphasize career areas with the...



[Read The Fashion Industry and Its Careers: An Introduction Online](#)



[Download PDF The Fashion Industry and Its Careers: An Introduction](#)

Other Kindle Books



Questioning the Author Comprehension Guide, Grade 4, Story Town

HARCOURT SCHOOL PUBLISHERS. PAPERBACK. Book Condition: New. 0153592419 Brand new soft cover book. Soft cover books may show light shelf wear. Item ships within 24 hours with Free Tracking.

[Save Document »](#)



The Web Collection, Revealed: Adobe Creative Cloud Update (Mixed media product)

Cengage Learning, Inc, United States, 2013. Mixed media product. Book Condition: New. Premium ed. 241 x 193 mm. Language: English . Brand New Book. Your Adobe Creative Cloud package includes two components: 1) Online access...

[Save Document »](#)



Readers Clubhouse Set B What Do You Say

Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. Ann Losa (illustrator). 142 x 13 mm. Language: English . Brand New Book. This is volume six, Reading Level 2, in a comprehensive program...

[Save Document »](#)



The Java Tutorial (3rd Edition)

Pearson Education, 2001. Softcover. Book Condition: Neu. Gebrauch - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Praise for "The Java' Tutorial, Second Edition" includes: "This book...

[Save Document »](#)



Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.

[Save Document »](#)