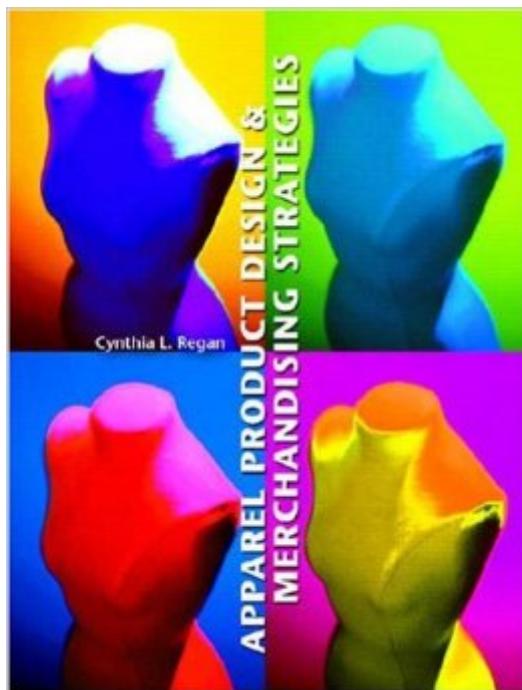


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Apparel Product Design And Merchandising Strategies



Synopsis

Using a broad to narrow focus, it explains the product development process, the decisions made at early stages, and how to relate a company's business strategy to products developed. Unique in its approach, it ties a fictional story into textbook narrative and uses an ongoing company project to engage students in their own product development activity. Each chapter is filled with company examples, web links, activities, and quotes that reveal the current industry environment and the skills needed to thrive in

Book Information

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Customer Reviews

This is a gift for my son, who is a graphic design student. Although I don't believe he will be going into apparel design, I think the sales and merchandising ideas will help him. Shipping was fast and the price was very good.

it was in great condition

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