

## Fashion Merchandising: Theory and Practice



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## FASHION MERCHANDISING: THEORY AND PRACTICE



Palgrave Macmillan. Paperback. Book Condition: new. BRAND NEW, Fashion Merchandising: Theory and Practice, James Clark, Fashion Merchandising: Principles and Practice provides a detailed overview of the role of the fashion merchandiser and outlines the activities and responsibilities of the merchandiser as part of the fashion value chain. This overview is situated within the broader context of the fashion industry, highlighting the relevance of the merchandiser role and comparing it to the role of the fashion buyer. This book also considers the contemporary challenges facing the wider industry, such as corporate social responsibility, sustainability, globalisation and multi-channel distribution, and the impact these have on the role of the merchandiser. Offering valuable insight into the merchandiser role and emphasising how it can add value to a fashion business, this is an ideal textbook for aspiring merchandisers. Key features: \* Detailed strategic and analytical coverage of the subject \* Strong application of theory to the realities of the fashion business \* A running case study provides a practical example of the activities of the fashion merchandiser James Clark is a Senior Lecturer at London College of Fashion, University of the Arts, UK 'I am delighted to see that for the first time there will be a book that truly understands the role of the merchandiser within the European retail sector and explains clearly how that role varies depending on the business model employed. This book will be hugely useful for individuals considering either courses or a career in this sector, and will help student understanding of the role and of the wider context within which merchandisers operate.' - Helen Armour, University of Westminster, UK 'It's the book we have been waiting for! This book will be a great teaching aid to students studying fashion and to anyone who wants to understand the merchandising...



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