

The book was found

The Fashion Game



Synopsis

Innovative approach, current perspective. **The Fashion Game, 1e** presents a new, relevant voice in fashion merchandising. This innovative text follows a unique **“fashion in four”** approach, which stresses the relationships among the various facets of fashion merchandising. This groundbreaking approach helps students understand how the fashion world functions and how fashion professionals pursue their careers. While many older texts have lost touch with current technologies, issues, and trends, Kendall offers keen insight into today’s important issues, including social media, privacy concerns, counterfeit products, sweatshops, and sustainability, in addition to covering basic fashion fundamentals. The text’s straightforward approach and current insight will make it a favorite of both students and instructors. **Teaching and Learning Experience** This offers a current and comprehensive introduction to fashion merchandising. It provides:

- An innovative Fashion in Four approach: This underlying theme emphasizes the strategic processes involved in merchandising.
- A practical, hands-on focus: Chapter discussions and resources engage readers with material they can directly apply in their careers.
- Up-to-date coverage of current trends: Students learn about the issues, technologies, and processes important in today’s industry.

Book Information

Paperback: 264 pages

Publisher: Pearson; 1 edition (April 7, 2014)

Language: English

ISBN-10: 0135117895

ISBN-13: 978-0135117897

Product Dimensions: 8.9 x 0.4 x 10.7 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #780,013 in Books (See Top 100 in Books) #193 in **Books > Textbooks >**

Humanities > Design #257 in **Books > Business & Money > Industries > Fashion & Textile**

#1899 in **Books > Arts & Photography > Graphic Design > Commercial > Fashion Design**

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

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) Cross-Platform Game Programming (Game Development) (Charles River Media Game

Development) Dressing & Cooking Wild Game: From Field to Table: Big Game, Small Game, Upland Birds & Waterfowl (The Complete Hunter) Game Feel: A Game Designer's Guide to Virtual Sensation (Morgan Kaufmann Game Design Books) Video Game Addiction: The Cure to The Game Addiction (Addiction Recovery, Addictions, Video Game Addiction, Online Gaming Addiction) Groovy 70s: Fashion Coloring Book for Adults: Adult Coloring Books Fashion, 1970s Coloring Book Fashion Coloring Books For Adults: 2017 Fun Fashion and Fresh Styles! (+100 Pages) Basics Fashion Management 01: Fashion Merchandising Fashion Forward: 1960s Fashion Coloring Book for Adults Edwardian Fashion 1910-1920 Styles: Edwardian Inspired Fashion Pen and Ink Drawings, Adult Coloring Book Fashion Sketches: A Coloring Book: Fashion inspired Adult Coloring Book Fashion Design Chic Coloring Book (Fashion & Other Fun Coloring Books For Adults, Teens, & Girls) (Volume 2) Fashion Coloring Books For Adults: Classy Chic Designs Fashion & The Best of Paris Street Style Fashion Forward 2 (Fashion Adult Coloring Book) FASHION TRENDS:London Look Of the 60's: COLORING BOOK (Fashion Trends: Series) (Volume 1) Fashion Design Studio: Learn to Draw Figures, Fashion, Hairstyles & More (Creative Girls Draw) The Fashion Designer Survival Guide, Revised and Expanded Edition: Start and Run Your Own Fashion Business Fashion Design Course: Principles, Practice, and Techniques: A Practical Guide for Aspiring Fashion Designers Fashion Lives: Fashion Icons with Fern Mallis The Fashion Designer's Handbook & Fashion Kit: Learn to Sew and Become a Designer in 33 Fabulous Projects

[Dmca](#)