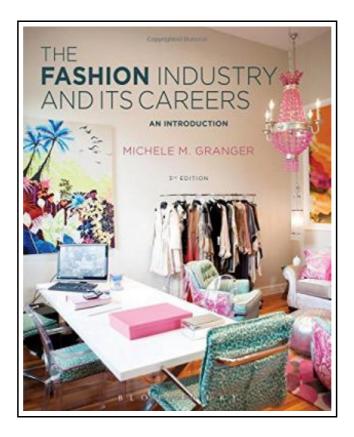# The Fashion Industry and its Careers: An Introduction (Paperback)



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## Reviews

*A very amazing book with perfect and lucid answers. it absolutely was writtren quite flawlessly and useful. I am just easily will get a satisfaction of reading a created publication.*
*(Pearl Turcotte)*

# THE FASHION INDUSTRY AND ITS CAREERS: AN INTRODUCTION (PAPERBACK)



Bloomsbury Publishing PLC, United States, 2015. Paperback. Book Condition: New. 3rd Revised edition. 250 x 204 mm. Language: English . Brand New Book. 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, Women s Contemporary Apparel Buyer for (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...

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