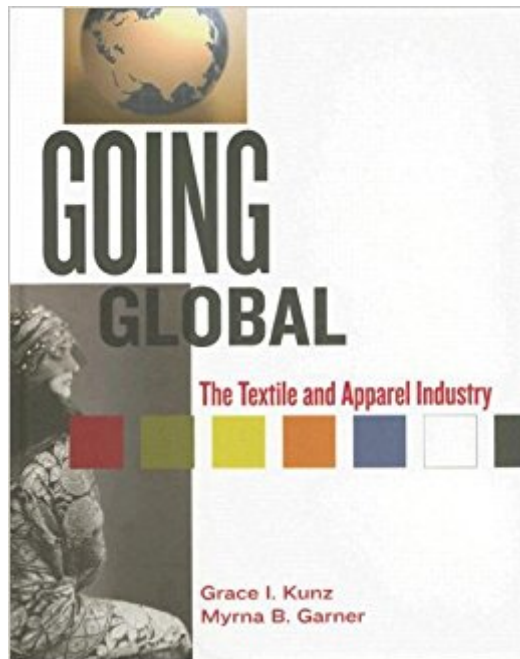




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Going Global: The Textiles And Apparel Industry



Synopsis

As the merchandising, design, production, and distribution of textiles and apparel become increasingly global, it is crucial to recognize the role of political, social, and economic perspectives in the international marketplace. *Going Global: The Textile and Apparel Industry* exposes readers to the language and basic concepts of global textile and apparel trade without overwhelming them with data that may become readily outdated. Students are taught to assess the marketing and sourcing of textiles and apparel in four major global trading regions and examine the latest trends that are impacting manufacturing, retailing, and consumption throughout the world.

Book Information

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Customer Reviews

Grace I. Kunz is Associate Professor Emerita and past interim department chair of Apparel, Educational Studies, and Hospitality Management in the Textiles and Clothing Program at Iowa State University. She is a member of the American Apparel Manufacturers Association, American.

Myrna B. Garner is Associate Professor Emerita at Illinois State University. A former Fulbright Scholar, consultant with the United Nations Development Program in Jordan and Faculty Fellow with TC2, she has authored or co-authored articles for the Journal of Family and Consumer Sciences, the Journal of Women & Aging, and Clothing and Textiles Research Journal. Her areas of interest include apparel product development and global trade in textiles and apparel.

It was better than expected. And came quickly

Good

good

just acceptable.

This book is a great source and tool for anyone who is interested in the textile industry, and how globalization affected each country in the world. I am writing my thesis on the textile and apparel industry in Italy and South Korea, and this book has been an helpful source to get information and also to compare it with other titles. This book provides the overall picture of the textile industry without going much in detail. In addition, charts and pictures simplify concepts underlined in the chapters.

The book is brand new ! And it is at a very good price. I looked everywhere for this book! Thank god I found it here , whew , saved some bucks.

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