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Mary received the Outstanding Faculty Member Award for her teaching of fashion-related courses at the University of Delaware. She has been a New Jersey Woman of the Year and has been listed in Outstanding Young Women of America and National Dean's List. Mary is the author of Fashion and Fashion Marketing & Merchandising. She received her bachelor's degree in Textiles and Clothing from Iowa State University and her master's degree in General Business (M.B.A.) from West Chester University of ...

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Fashion Marketing & Merchandising brings to life the business aspects of the fashion world. It. presents the basics of market economics, textiles, design, and promotion. It gives an in-depth view. of the entire textile/apparel/retail soft goods chain. It also offers a comprehensive study of retail.

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Find many great new & used options and get the best deals for Fashion Marketing and Merchandising by Mary Gorgen Wolfe (2008, Hardcover) at the best online prices at eBay! Free shipping for many products!

Fashion Marketing and Merchandising leads students through the business aspects of the fashion industry in addition to the career opportunities it offers. Included are the basics of market economics, textiles, design, and promotion. The latest concepts for manufacturing, mass customization,and niche specialization are reviewed, as are newer technologies such as automatic replenishment systems and radio frequency identification (RFID). The effects of industry globalization and consolidation are presented. Fashion careers, including entrepreneurship, are extensively covered in the lastfive chapters of the text.

"Previously published as The World of Fashion Merchandising by Mary G. Wolfe."

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Provides numerous instructional resources that support each chapter of the textbook including bulletin board ideas, introductory activities, suggested teaching strategies, test masters, answer keys, reproducible masters, transparency masters, and much more. All of the resources for teaching each chapter are conveniently grouped together.

- An essential reference for students, curators and scholars of fashion, cultural studies, and the expanding range of disciplines that see fashion as imbued with meaning far beyond the material. - Over 300 in-depth entries covering designers, articles of clothing, key concepts and styles. - Edited and introduced by Valerie Steele, a scholar who has revolutionized the study of fashion, and who has been described by The Washington Post as one of "fashion's brainiest women." Derided by some as frivolous, even dangerous, and celebrated by others as art, fashion is anything but a neutral topic. Behind the hype and the glamour is an industry that affects all cultures of the world. A potent force in the global economy, fashion is also highly influential in everyday lives, even amongst those who may feel impervious. This handy volume is a one-stop reference for anyone interested in fashion - its meaning, history and theory. From Avedon to Codpiece, Dandyism to the G-String, Japanese Fashion to Subcultures, Trickle down to Zoot Suit, The Berg Companion to Fashion provides a comprehensive overview of this most fascinating of topics and will serve as the benchmark guide to the subject for many years to come.

- Describes the latest concepts of manufacturing, mass customization and niche specialization; trends in globalization; and environmental issues.- Explains new computer technologies, such as robotic manufacturing, automatic replenishment of merchandise, and Internet retailing.

Fashion! gives your students an in-depth look at the exciting world of the fashion scene. This colorful text is designed for nonlaboratory textile and clothing courses. Fashion includes hundreds of images to illustrate concepts and enhance learning. This bundle includes a copy of the Student Text and an Online Text (6-Year Classroom Subscription). Students can instantly access the Online Text with browser-based devices, including iPads, netbooks, PCs, and Mac computers.With G-W Online Textbooks, students easily navigate linked table of contents, search specific topics, quickly jump to specific pages, enlarge for full-screen reading mode, and print selected pages for offline reading.

This all-inclusive approach to best practices in visual merchandising includes a new "Creative Challenge" chapter feature offering experiential tools to deepen students' understanding of the material, plus full-page color photographs of the latest retail concept stores.

Swatch Reference Guide for Fashion Fabrics is an all-in-one text and swatch book that focuses on the unique needs of students in fashion design, apparel merchandising, and product development.

Simon Baker (born 30 July 1969) is an Australian actor and director. In his television acting career, he is known for his lead roles in the CBS television series The Mentalist (as Patrick Jane) and The Guardian (as Nicholas Fallin). In his film acting career, he is best known for his roles as Max Rourke in the remake of the Japanese horror film The Ring Two, Riley Denbo in Land of the Dead and Christian Thompson in the film adaptation of The Devil Wears Prada.