

Strategic Retail Management Text And International Cases

Retailing Management, Tenth Edition, highlights the many ways the retail industry has transformed and evolved over the past four years. This text is the only retail management educational product in the market that offers a premium digital content companion--McGraw-Hill Connect--to provide best-in-class training. In keeping with its market-leading tradition, this tenth edition focuses on key strategic issues with an emphasis on financial considerations and implementation through merchandise and store management. Strategic and tactical issues are examined for a broad spectrum of retailers, both large and small, domestic and international, selling both merchandise and services. In preparing this edition, the authors focused on five important factors that delineate outstanding retailers: *The use of big data and analytical methods for decision making. *The application of social media and mobile channels for communicating with customers and enhancing their shopping experience. *The issues involved in providing a seamless multichannel experience for customers. *The engagement in the overarching emphasis on conscious marketing and corporate social responsibility when making business decisions. *The impact of globalization on the retail industry. This edition builds on the basic philosophy of the previous editions but every example, fact, and key term has been checked, updated, or replaced to ensure that this cutting-edge product remains up to date. Because the authors realize that retailing is taught in a variety of formats, a comprehensive supplemental package for instructors is provided, as well as a comprehensive online instructor's manual with additional cases and teaching suggestions. In keeping with the authors' goal of providing a "good read" for students, the conceptual material continues to be supported with interesting, current, real-world retailing examples. To facilitate student learning, the presentation has been streamlined, both visually and pedagogically--for example, based on reviewer comments, the chapters on human resource management and store management have been combined. The unique features of McGraw-Hill's Connect support students and offer instructors a proven, effective, and expedient path to engaging and educating their students. New to This Edition *Introductory vignettes provide an example of how a stellar retailer can be particularly successful by excelling in the subject area for that particular chapter. *Retailing views provide new and updated stories that describe how particular retailers deal with the issues raised in each chapter. *New cases highlight concepts and theories. *A regularly updated blog contains relevant, in-the-news content related to the course material, summaries, and discussion questions of recent retailing articles--all of which are associated with specific chapters so that instructors can use them to stimulate class discussion. *Graphics in each chapter provide critical, up-to-date information and lively visuals; almost all of the photos are new to this edition. *Multimedia content, such as videos, simulations, and games, drive student engagement and critical-thinking skills. *Instructors and students gain practical experience by applying the concepts and theories using the Get Out and Do It features at the end of each chapter; these exercises suggest projects that students can undertake by visiting local retail stores or surfing the Internet. *Continuing assignment exercise engage students in an exercise involving the same retailer throughout the course to provide a hands-on learning experience.

For years academicians and marketing directors have debated the marketing standardisation versus adaptation of international marketing strategy. Despite the great importance of the topic, the debate remains unresolved. At the same time, the continuing globalisation of markets and the growing importance of the emerging BRIC markets make an optimal management of international marketing efforts a necessity. Therefore, this study offers - on the basis of a solid theoretical framework and sound methodological operationalization - empirical findings on

how to successfully manage both, the international marketing mix and the related marketing process in world markets. In particular, the marketing strategy pursued by multinational corporations are analysed and compared as well as empirical findings relating to financial and non-financial performance measures are provided.

Logistics and supply chains play a vital role in the overall success of retail management. This fifth edition of Logistics and Retail Management covers the major strides made in retail logistics and the challenges which remain, providing students and professionals with the current thinking and research in this strategic field. Including chapters on internationalization, corporate social responsibility (CSR), and green logistics, the book also explores examples from successful organizations such as Schuh and Tesco. Fully updated with the latest international developments and on-going changes in the field, Logistics and Retail Management, 5th edition is a multi-contributed collection from leading academics and practitioners and an expert editor team. The new edition also includes material on the luxury fashion industry and the logistical challenges of e-commerce. Logistics and Retail Management, 5th edition is the essential text for students of retail logistics and supply chain management, now with supporting online resources.

"This 10-volume compilation of authoritative, research-based articles contributed by thousands of researchers and experts from all over the world emphasized modern issues and the presentation of potential opportunities, prospective solutions, and future directions in the field of information science and technology"--Provided by publisher.

The food sector is changing. Consumers want not only tasty and healthy food products, but products that are sustainable and authentic. At the same time, new developments in farming, food processing, and retailing open up new opportunities in the development of food products. Bridging these challenges and opportunities is a major task for food marketing. This book traces consumer trends regarding healthiness, sustainability, authenticity, and convenience. It gives an introduction to current developments in farming, in food processing technology, and in retailing. It also explains how segmentation and consumer-led product development can lead to new food products in response to these trends.

The advent of new technologies has been an impetus for rapid development in several industries, including the area of retail services. These recent advances push industry leaders to infuse new innovations into their various systems and processes. Successful Technological Integration for Competitive Advantage in Retail Settings examines the various effects of changing markets and subsequently how these changes cause retailers to meet consumer demand by integrating more sophisticated, advanced innovations in their daily practices. Focusing on corporate strategies, innovation management, and relevant case studies, this book is a pivotal reference source for researchers, practitioners, and developers interested in recent innovation trends within the retailing industry.

For courses in Retailing and Retail Management. Berman and Evans' strategic approach and emphasis on decision-making have made this text a best seller edition after edition. Key retail management concepts are reinforced with up-to-the-minute real-world examples, helping bridge the gap between theory and practice. It also includes useful career information, a comprehensive ancillary package, and a cutting-edge Web site managed by the authors.

Dieser Band enthält zehn aktuelle Beiträge zur Schweizer Immobilienwirtschaft. Die Arbeiten bieten raschen und einfachen Zugriff auf aktuelle Erkenntnisse aus den Themengebieten «Immobilieninvestments», «Projektentwicklung» sowie «Urban Management». Die Publikation Immobilienwirtschaft aktuell erscheint jährlich und wird vom Center for Urban & Real Estate Management (CUREM) herausgegeben. Sie enthält die Zusammenfassungen der besten Abschlussarbeiten des Masters of Advanced Studies in Real Estate. Ziel ist die Förderung der

akademischen und zugleich praxisnahen Diskussion immobilienrelevanter Themen in der Schweiz. Die vollständigen Abschlussarbeiten stehen auf www.curem.uzh.ch zum kostenlosen Download zur Verfügung. CUREM ist Teil des Instituts für Banking und Finance an der Universität Zürich und widmet sich der immobilienwirtschaftlichen Forschung und Weiterbildung. Ziel ist die Förderung einer professionellen Immobilienwirtschaft in der Schweiz. Nebst dem RICS akkreditierten, berufsbegleitenden Studiengang zum «Master of Advanced Studies in Real Estate» und dem «Certificate of Advanced Studies in Urban Management» führt CUREM verschiedene Kompaktkurse, Expertenworkshops und Fachveranstaltungen durch.

Retail Management combines theoretical material about the retailing management process with discussions of the creative development of etailing and retail. While other texts primarily cover issues related to the development of and issues associated with a brick-and-mortar store (thereby downplaying the role of other retailing methods), this text takes a “big picture” approach covering concepts of brick-and-mortar retailing, etailing, catalog retailing, and emerging retailing methods. The text will center on customer-related issues, such as how consumers shop at the point-of-sale, customer-centered web design, and how to design retail catalogs with the customer in mind. The text is organized to support this focus, by providing the following material: Part I provides a definition for customer-centered retailing, along with information to help students understand how and where customers shop, specific buying behaviors, and how to do market research. Part II provides information on the planning and management functions of retailing, including creating a retailing strategy, finding an appropriate market, planning the finances, and managing human resources. Part III then focuses on executing the plan, tying together the customer-focused material with the more strategic material, and discussing etailing, multi-channel retail operations, integrated marketing communications and the ethics of retailing. Specific features of this text include: A customer focus, to provide students with information on designing retailing strategies that will meet the customer where they are Retailing in the Real World feature discusses issues that the authors have experienced or consulted about and provides students with an accurate look at how retailing works Ethical and Legal Considerations are included in each chapter. As reviewers noted, it is important to understand and deal with these issues as they may arise in the retailing process. Therefore, each section relates ethics and legal issues back to that particular chapter’s material to give students an accurate look of the retailing world. Critical Thinking Exercises: Review questions, exercises, and illustrations will be used throughout the text to give students the opportunity to think critically about retailing. Integration of Etailing Material: The authors plan to incorporate on-line (etailing) issues with the text itself, including issues of Web usability and design. As such, there will be links to important web sites that deal with specific issues as they appear in the text. A discussion of multi-channel and cross-channel retailing, along with the issues and solutions involved with each of those areas The inclusion of emerging and alternate retailing methods such as cell phone, television, and vending machine retailing will to provide the most up-to-date material possible

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. The text that helps readers thrive in today's retailing industry. Without a predefined and well-integrated strategy, a retail firm may flounder as it's attempting to cope with the changing environment that surrounds it. Berman/Evans' reader-friendly text, *Retail Management: A Strategic Approach*, provides a strategic, decision-making approach that illustrates how retailers plan for, and adapt to, today's changing and complex retail environment.

The *Retailing Book* is the definitive guide to retailing and retail management, providing a comprehensive strategic and operational approach to the subject. Drawing upon the knowledge and experience of leading retail academics and practitioners, this text offers an overview of the main strategic functions within retailing and illustrates their operations through a series of "real-life" case studies. Essential for those studying retailing, retail management and retail marketing at undergraduate level, *The Retailing Book* offers broader coverage of the subject than any other retail texts.

The shopper marketing methodology is a powerful, complete approach for satisfying target consumer demand at the point of maximum influence, and thereby driving consumers to purchase. It gives companies a far deeper understanding how consumers behave as shoppers, and leverages this intelligence across the entire supply chain to benefit all stakeholders: companies, brands, consumers, retailers, and shoppers. Shopper marketing requires supply chain partners to smoothly integrate complex sets of marketing and sales tools, in order to engage shoppers, build brand equity, and persuade shoppers when they move into "shopping mode." Internally, it also demands deeper coordination of R and D, marketing innovation, operations, logistics, and distribution. It isn't easy, but it offers remarkable, proven results that are virtually unachievable any other way. In *Shopper Marketing*, three of the field's pioneering innovators and consultants bring together state-of-the-art insights, strategic approaches, and supply chain execution methods for successfully employing shopper marketing initiatives throughout your organization. Dan Flint, Chris Hoyt and Nancy Swift clearly explain what shopper marketing is, and why it is critical for marketers to master. They review each of its six objectives and eight foundational principles, demonstrating how to adapt and apply it in your environment, overcome obstacles, and systematically create value along your entire "path to purchase." Drawing on their unsurpassed consulting experience, they also assess emerging trends and their implications, helping you deepen customer loyalty, extend competitive advantage, and improve profitability for years to come.

The text's logical organization around a decision-making process allows readers to learn about the process of strategic decisions first before moving on to decision implementation. The implementation decisions are broken down into merchandise management decisions and store management decisions, just as they would be in a real retailing setting.

The text provides a balanced treatment of strategic, how to, and conceptual material, in a highly readable and interesting format.

Though based on an economic transition, retailer-consumer relationship is also influenced by non-economic factors and is a context of social interaction. With the emergence of modern merchandising techniques and a rise in large retail companies, consumers have become increasingly vigilant of practice within the retail industry. Handbook of Research on Retailer-Consumer Relationship Development offers a complete and updated overview of various perspectives relating to customer relationship management within the retail industry and stimulates the search for greater integration of these views in further research. Offering different angles to analyze the exchange between the retailer and the consumer, this handbook is a valuable tool for professionals and scholars seeking to upgrade their knowledge, as well as for upper-level students.

The authors demonstrate the broad and complex topics of retail management in 15 lessons. Each lesson includes a thematic overview of key issues and a comprehensive case study. International best practice companies are used to highlight managerial implications and the key discussion points.

Strategic Retail Management Text and International Cases Springer

The book discusses the whole gamut of retail management emphasizing the changing retail environment in Indian and International context for conceptual clarity and mastery of retailing by the modern readers. It offers experiential learning through contextual case studies to render a better understanding of each functional area of retail management. Various aspects of retail management at the introductory level have been covered and explained lucidly, supported with examples, illustration and photographs to enable students to comprehend the subject matter with ease. The objective of the book is to give hands-on experience and learning of global retail practices to the students of management studies. Key Features • Thorough coverage of retailing in modern context, including e-retailing • Case-studies, caselets and examples to make students industry-ready • Bullet-point approach for key topics to highlight important information • Graphics to generate students' interest and make learning easy Target Audience • MBA, PGDM and PGPBA • Marketing professionals and trainers

For courses in Retail Management. A contemporary text that helps students thrive in today's retailing industry Retail Management: A Strategic Approach is built on the fundamental principle that retailers have to plan for and adapt to a complex, changing environment. Without a pre-defined and well-integrated strategy, retailers may flounder and be unable to cope with the environment that surrounds them. This text helps readers become good retail planners and decision makers. The 13th Edition incorporates updated data that reflects the current world economic climate, extensive coverage of omnichannel retailing, and many new vignettes, questions, and cases, so that students can thrive in today's retailing industry.

An International conference on New Trends in Business Management was organized by Immanuel Business School with overseas

partners Seattle Pacific University, Spring Harbor University and many others, which provided an opportunity to compile a book with collection of conference research papers related to new trends in business management. The conference helped in creating knowledge based outcomes through robust interaction between corporate delegates, academicians, practitioners, research scholars and management Students. The research papers on new trends in business management with sub-topics Online Marketing, Trends in Training and Development, Legal aspects of Business, Good Service Tax, Demonetization, Green Marketing, Digital Marketing, Consumer Behavior, E-Commerce, Corporate Social Responsibility, Organizational Development and Change were presented by authors in lucient way. Highly learned, eminent faculty from different esteemed educational institutions across the globe, experienced persons from industries and management students have contributed more than 40 papers on different management areas. We hope that readers of this book will gain insights of current fluctuations and upcoming trends in Business Management.

Retail ventures become successful due to a variety of reasons but major dilemma for retail entrepreneurs is the secret formula for continued success. The book provides the entire gamut of carefully crafted success themes which covers the retail business in its entirety. Competition gives the benefit of large product range, brands and competitive prices To The buyers. Retail management is similar To The comprehensive management of a luxury liner that calls for round the clock operations. Retail operations starting from vendor and retailer selections through which the business gets its full impact when the customer gets the product/brand he wants, where he wants and when he wants. Virtual determinants of retail success have been thoroughly covered in the book besides the regular retail business areas the book describe retail entrepreneurs selection of dealers, their motivation for selling their products in preference to competitive brands. Sales calls made on retailers by the principles, including call objective, call planning, call closure and feedback are highlighted For The benefit of the readers.

Designed to facilitate understanding and retention of the material presented, each chapter contains the following pedagogical features:

- u Opening Case: Each chapter begins with an opening case highlighting strategies and actions followed by Indian companies while trying to exploit the opportunities present in a competitive environment.
- u Real World Examples: Each chapter contains a number of real- world examples illustrating how a particular firm has exploited the gaps present in the environment, using its own resources to best advantage.
- u Terminology: Key ideas and terms that are vital to understanding strategic management have been highlighted throughout the book and explained at the end in a summarised formu
- References: Each chapter is also supported by carefully selected references for the benefit of readers who might be interested in exploring the topic(s) further.
- u Personality Profiles: Personality sketches of leading corporate heroes have also been provided at appropriate places, illustrating the manner in which they fought against heavy odds and emerged as winners in the end.
- u Review and Discussion Questions : Following the terminology, review and discussion questions offer an opportunity to focus on each of the key ideas illustrated at the beginning of each chapter and stimulate clear thinking.
- u Research Inputs: The book provides a comprehensive coverage of a vast, growing subject well-supported by a wealth of research data collected from multifarious

sources.u Concluding Case: Each chapter contains a thoroughly researched and widely-acclaimed case, picked up from Business Today, relevant to the topic in question.u Student Oriented Text: The subject matter has been presented in a simple and lucid manner, keeping the unique requirements of students in mind.

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Berman and Evans' strategic approach and emphasis on decision making have made this text a bestseller in the U.S. The Canadian edition has retained both the approach and emphasis on decision making with added material applicable to the Canadian market. Key retail management concepts are reinforced with up-to-the-minute real-world examples and help to bridge the gap between theory and practice.

This proceedings volume examines the impact of ethics on business and entrepreneurship predominantly from the Romanian perspective. Featuring selected contributions from the 2018 Griffiths School of Management Annual Conference (GMSAC) on Business, Entrepreneurship and Ethics, this book investigates the impact of different social phenomena have upon the understanding and applicability of entrepreneurship and ethics, providing lessons for emerging economies. In emerging economies, entrepreneurship is often times associated with a negative image and entrepreneurs are seen in an unfavorable light. This is due in part to the fact that from a superficial perspective, entrepreneurial behavior does not always amalgamate well with ethical behavior. Entrepreneurship is often perceived as "success at all costs" with little regard to the interest of stakeholder and, sometimes, even the law. On the other hand, ethics are often viewed as metaphysical, having little to do with business, organizational and financial success. In actuality, ethical decisions are a significant part of an organization and ethical behaviors impact organizational culture. Beyond the moral aspects associated with business ethics, companies that practice ethical demeanor are more profitable because investors, employees and consumers seek out companies that engage in fair practices. Featuring contributions on topics such as medical ethics, business education, consumer behavior and governance, this book provides invaluable research and tools for students, professors, practitioners and policy makers in the field s of business, management, public administration and sociology.

This case book offers a non-traditional issue-centered perspective to European marketing. Focusing on some of the key challenges faced by managers charged with developing pan-European marketing strategies, marketing problems are placed into the context of these challenges and capture the multiple facets and implications for European marketing in an integrative manner.

"Great retailers are great at service. No exceptions. This book offers a wealth of insight into delivering excellent retail service." ---Leonard L.

Berry, Distinguished Professor of Marketing, N.B Zale Chair in Retailing and Market Leadership, Mays Business School, Texas A&M University "With a growing understanding of service as a phenomenon and perspective of business and marketing, retailers are increasingly seeing the need to transform from distribution of products to service providers. This book includes considerable insight regarding the importance of the service perspective and how it can be implemented in retailing." --Christian Grönroos, Professor of Service and Relationship Marketing, CERS Centre for Relationship Marketing and Service Management, Hanken School of Economics, Finland "Consisting of chapters written by leading scholars in service management and retailing from around the world, this comprehensive book offers rich insights for how retailers can excel and achieve sustainable competitive advantage by invoking and implementing service management principles. This enlightening book is a valuable resource for students, researchers and practitioners with an interest in retailing." --A. "Parsu" Parasuraman, Professor of Marketing & The James W. McLamore Chair, School of Business Administration, University of Miami Coral Gables, Florida "Service excellence and service innovation are critical for success in today's competitive retail marketplace. Service Management: The New Paradigm in Retailing provides a contemporary and transformative lens for accomplishing these essential goals." --Mary Jo Bitner, Professor, Director Center for Services Leadership, W.P. Carey School of Business, Arizona State University For courses in Retail Management. A contemporary text that helps students thrive in today's retailing industry Retail Management: A Strategic Approach is built on the fundamental principle that retailers have to plan for and adapt to a complex, changing environment. Without a pre-defined and well-integrated strategy, retailers may flounder and be unable to cope with the environment that surrounds them. This text helps readers become good retail planners and decision makers. The 13th Edition incorporates updated data that reflects the current world economic climate, extensive coverage of omnichannel retailing, and many new vignettes, questions, and cases, so that students can thrive in today's retailing industry.

In the world of economics and business, engaging with loyal customers while also seeking out new, potential customers is a must. With the recent advancements of social media technology, these operations have increased the need for more developed methods to mesh consumer-business relationships and retention. The Handbook of Research on Retailing Techniques for Optimal Consumer Engagement and Experiences is a thought-provoking reference source that provides vital insight into the application of present-day customer relationship management within the retail industry. While highlighting topics such as digital communication, e-retailing, and social media marketing, this publication explores in-depth merchandiser knowledge as well as the methods behind positive retailer-consumer relationships. This book is ideally designed for managers, executives, CEOs, sales professionals, marketers, advertisers, brand managers, retail experts, academicians, researchers, and students.

The fashion retail environment is changing faster than ever. This book shows the latest state of the art in both theory and practice in how to attract customers, turn them into shoppers and to develop them into lovers of any fashion business. The key-focus lies on a deep understanding of the emotional part during the buying-process. It clearly shows the potential of new digital and social media, and the integration of the on- and offline world within the fashion retail world.

This four-volume set introduces, on the management side, principles and procedures of economics, budgeting and finance; leadership; governance; communication; business law and ethics; and human resources practices; all in the sports context. On the marketing side this reference resource explores two broad streams: marketing of sport and of sport-related products (promoting a particular team or selling team- and sport-related merchandise, for example), and using sports as a platform for marketing non-sports products, such as celebrity

endorsements of a particular brand of watch or the corporate sponsorship of a tennis tournament. Together, these four volumes offer a comprehensive and authoritative overview of the state of sports management and marketing today, providing an invaluable print or online resource for student researchers.

A compact overview of the most relevant concepts and developments in International Management. The various strategy concepts of internationally active companies and their implementation in practice are the core of this book. The authors describe the particularities of international value chain activities and management functions and offer a thorough understanding of how Production & Sourcing, Research & Development, Marketing, Human Resource Management and Controlling have to be designed in an international company and what models are available to understand those activities in an international context. In 23 lessons, a comprehensive overview of all key issues is given. Each lesson is accompanied by a case study from an international company to facilitate the understanding of all important factors involved in strategic international management. In this third edition, all chapters have been updated, all case studies revised, new chapters and recent data were integrated.

The book focuses on efficiency analysis in enterprises and describes a broader supply-chain context to support improved sustainability. The research and its outcomes presented here provide theoretical and empirical studies on efficiency analysis in the supply chain, including operational, economic, environmental and social aspects. This book sheds new light on the efficiency-assessment framework for practitioners and includes essential tips on how to improve the sustainability of supply-chains operations.

This book is devoted to the dynamic development of retailing. The focus is on various strategy concepts adopted by retailing companies and their implementation in practice. This is not a traditional textbook or collection of case studies; it aims to demonstrate the complex and manifold questions of retail management in the form of twenty lessons, where each lesson provides a thematic overview of key issues and illustrates them via a comprehensive case study. The examples are all internationally known retail companies, to facilitate an understanding of what is involved in strategic retail management and illustrate best practices. In the third edition, all chapters were revised and updated. Two new chapters were added to treat topics like corporate social responsibility as well as marketing communication. All case studies were replaced by new ones to reflect the most recent developments. Well-known retail companies from different countries, like Tesco, Zalando, Hugo Boss, Carrefour, Amazon, Otto Group, are now used to illustrate particular aspects of retail management.

For undergraduate and graduate retail management courses The text that helps students thrive in today's retailing industry. Without a predefined and well-integrated strategy, a retail firm may flounder as it's attempting to cope with the changing environment that surrounds it. Berman/Evans' reader-friendly text, *Retail Management: A Strategic Approach*, provides a strategic, decision-making approach that illustrates how retailers plan for, and adapt to, today's changing and complex retail environment.

This work on the retailing firm is written from the perspective of senior management

Retailing is one of the biggest and most important sectors in today's economy. Graduates who are seeking a career in the sector will therefore require a solid knowledge of its core principles. *The Principles of Retailing Second Edition* is a topical, engaging and

authoritative update of a hugely successful textbook by three leading experts in retail management designed to be a digestible introduction to retailing for management and marketing students. The previous edition was praised for the quality of its coverage, the clarity of its style and the strength of its sections on operation and supply chain issues such as buying and logistics, which are often neglected by other texts. This new edition has been comprehensively reworked in response to the rapid changes to the industry, including the growth of online retail and the subsequent decline of physical retail space and new technologies that improve customer experience and help track consumer behaviour. It also builds upon the authors' research over the last decade with new chapters on offshore sourcing and CSR and product management in addition to considerable revisions to existing chapters to highlight changes in online retailing and e-tail logistics, retail branding, retail security, internationalisation and the fashion supply chain. This edition will also be supported by a collection of online teaching materials to help tutors spend less time preparing and more time teaching.

Management technique and operation strategies vary depending on the particular industry. This allows businesses in that industry to thrive and increase competitive advantage. Fashion and Textiles: Breakthroughs in Research and Practice is a critical source of academic knowledge on the latest business and management perspectives within the fashion and textiles industry. Highlighting a range of pertinent topics such as marketing, consumer behavior, and value creation, this book is an ideal reference source for academics, professionals, researchers, students, and practitioners interested in emerging trends in global fashion and textile management.

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