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Createspace Independent Publishing Platform, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The book outlines the fundamental principles and mechanisms that are applied in fashion retailing during the creation of ranges through the successful process of understanding the arithmetic of retail. It is for this reason that a successful and sustainable business is most likely to be achieved if all the the team members develop the business acumen that deliver those critical measures. It is without doubt that with such knowledge there is a better common understanding of the key business objectives and the interaction of all team players is thereby aligned. The volume will be particularly beneficial to students and those who are maybe considering a career in the industry. Individuals who are already part of the fashion buying and merchandising community will find this book to be invaluable in that it provides a complete simplified overview of all the integral activities and roles that go to make up the topic and thereby will provide a broader insight into their own career.

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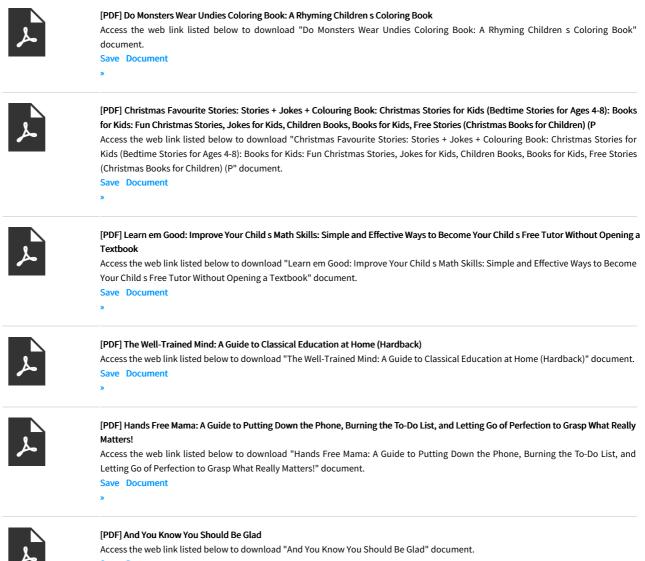
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