



Apparel: Concepts and Practical Applications

Beverly Kemp-Gatterson, Barbara L. Stewart

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Technological and societal changes in the past three decades have profoundly affected the field of retailing. In addition to the wealth of data now available, advances in technology for designing and producing apparel, and changing face of management in retail organizations, consumers have become more discerning with regard to the apparel they purchase. From the creative design process to marketing coordination, *Apparel: Concepts and Practical Applications* is designed to provide up-to-date information to all those involved?or seeking to become involved?in the field of retail merchandising and management.

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