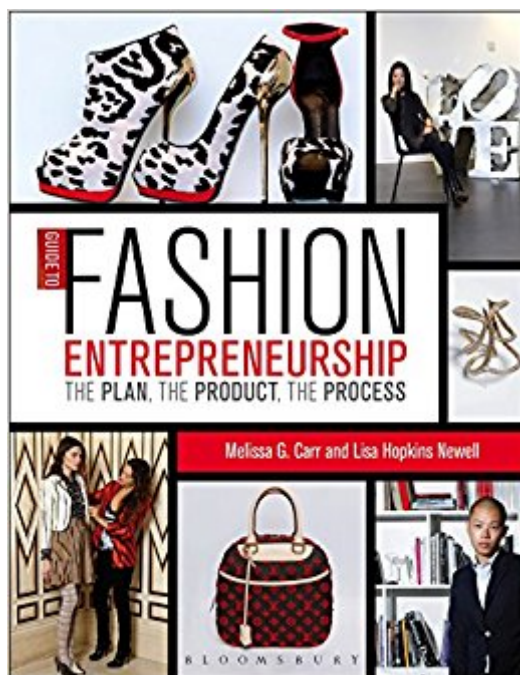# Guide To Fashion Entrepreneurship: The Plan, The Product, The Process

Synopsis

Guide to Fashion Entrepreneurship delves into a comprehensive, step-by-step entrepreneurial action plan that investigates how fashion product concepts are created, branded, sourced, marketed, channeled, and merchandised. Each chapter delivers the essential tools to successfully identify market opportunities, execute product differentiation, and market a new brand or brand extension in a multichannel retail environment to achieve a profitable business. Fashion students and aspiring fashion professionals will gain critical business and creative knowledge to move a product from concept to consumer--and learn how to launch a brand or fashion business.

Book Information

Paperback: 256 pages

Publisher: Fairchild Books (July 10, 2014)

Language: English

ISBN-10: 1609014936

ISBN-13: 978-1609014933

Product Dimensions: 8.6 x 0.6 x 11 inches

Shipping Weight: 2.1 pounds (View shipping rates and policies)

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Best Sellers Rank: #376,707 in Books (See Top 100 in Books)   #132 inÂ Books > Business & Money > Economics > Commerce   #152 inÂ Books > Business & Money > Industries > Fashion & Textile   #286 inÂ Books > Business & Money > Industries > Retailing

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