



Fashion Retailing: A Multi-Channel Approach

By Jay Diamond, Ellen Diamond, Sheri Litt

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This comprehensive text focuses on the fashion segment of the retail industry. It begins with a broad overview of fashion retailing, then focuses on on-site and off-site environments, management and control functions, merchandising fashion products, and ends with communicating with and servicing the clientele. In this new edition, the authors focus on the globalization of the retail industry with emphasis on US retail expansion into foreign markets as well as global brands' proposed expansion into the US market. This edition has been extensively updated to include current trends including sustainable fashion, the growth of the multi-cultural market, and the impact of new technology and e-commerce. With many engaging photographs and examples to illustrate the concepts, *Fashion Retailing* is ideal for learning the fundamentals of global fashion retailing and the basic business concepts involved.

New to this Edition:

- ~All new Chapter 17 on Communicating to Customers Through Electronic Media
- ~New *Happening Now* feature in each chapter covers the latest retailing methods with such items as The Growth of Mobile Commerce, Gap's overseas explosion in Latin American Countries, and J. Crew's global push, among many others
- ~Full color insert featuring the entire photo program in vibrant color

Teaching Resources

- ~Instructor's Guide provides suggestions for planning the course and using the text in the classroom, supplemental assignments, and lecture notes.
- ~A new **Test Bank** includes more than 350 questions featuring true/false, multiple choice, short answer or essay questions and midterm and final exam questions.
- ~PowerPoint® presentations include images from the book and provide a framework for lecture and discussion



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Editorial Review

Review

[This book] is informative, interesting to read, gives current statistics, has good, thorough content on the subject, and offers good questions at the end of [each] chapter. This definitely brings retail concepts to the 21st century and makes the book more relevant to students today. -- Diane Ellis, Meredith College, US [The book] is on point in giving clear, current detail about how the impact of communicating to customers through electronic media has really taken over the more traditional formats of connecting to the consumer. Key strengths are that this is current information that students can use and apply to career opportunities with today's retail platform. -- Joy H. Royal, Art Institute of Atlanta, US Excellent content. Very easy to read, to the point, good bullet points. [This book's] subject matter is relevant to all retail classes. -- Priscilla Fong, City College of New York, US The author presents a clear case for the use of electronic tools and, in particular, social media. -- Robert Ogilvie, Yorkville University, CA

About the Author

Ellen Diamond is Professor Emerita at Nassau Community College in the Fashion, Marketing, and Retailing Department, USA. She has co-authored *The World of Fashion*, 5th Edition (Fairchild Books, 2013) and *Retail Advertising and Promotion* (Fairchild Books, 2011), among others.

Jay Diamond is Professor Emeritus at Nassau Community College, USA, where he served as the Chair of the Fashion, Marketing, and Retailing Department as well as the Dean of Business. Diamond has written numerous textbooks on fashion, retailing, and marketing including *The World of Fashion*, 5th Edition (Fairchild Books, 2013), *Retail Advertising and Promotion* (Fairchild Books, 2011), and *Retailing in the 21st Century* (Fairchild Books, 2009).

Sheri Diamond Litt is Academic Dean and Adjunct Professor at Florida State College at Jacksonville, USA, and an Adjunct Professor at Colorado State University teaching online graduate and undergraduate courses in business, management and leadership programs. Dr. Diamond Litt received her Doctorate of Philosophy, Higher Education Administration from the University of Florida. She has professional experience working a designer, merchandiser and product developer for WestPoint Pepperell and Liz Claiborne. Diamond Litt is co-author of *Retailing in the 21st Century* (Fairchild Books, 2009).

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