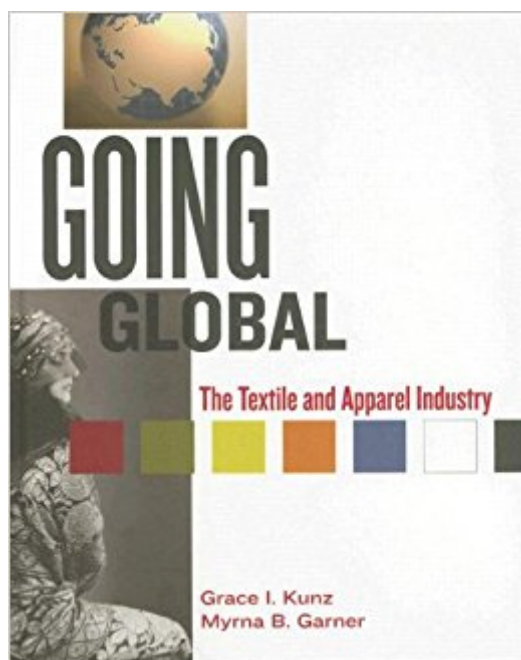


The book was found

Going Global: The Textiles And Apparel Industry



Synopsis

As the merchandising, design, production, and distribution of textiles and apparel become increasingly global, it is crucial to recognize the role of political, social, and economic perspectives in the international marketplace. *Going Global: The Textile and Apparel Industry* exposes readers to the language and basic concepts of global textile and apparel trade without overwhelming them with data that may become readily outdated. Students are taught to assess the marketing and sourcing of textiles and apparel in four major global trading regions and examine the latest trends that are impacting manufacturing, retailing, and consumption throughout the world.

Book Information

Hardcover: 416 pages

Publisher: Fairchild Pubns; First Edition edition (July 14, 2006)

Language: English

ISBN-10: 1563673681

ISBN-13: 978-1563673689

Product Dimensions: 9.4 x 7.6 x 1.2 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 13 customer reviews

Best Sellers Rank: #818,485 in Books (See Top 100 in Books) #193 in [Books > Business & Money > International > Exports & Imports](#) #201 in [Books > Engineering & Transportation > Engineering > Materials & Material Science > Polymers & Textiles](#) #311 in [Books > Business & Money > Industries > Fashion & Textile](#)

Customer Reviews

Grace I. Kunz is Associate Professor Emerita and past interim department chair of Apparel, Educational Studies, and Hospitality Management in the Textiles and Clothing Program at Iowa State University. She is a member of the American Apparel Manufacturers Association, American.

Myrna B. Garner is Associate Professor Emerita at Illinois State University. A former Fulbright Scholar, consultant with the United Nations Development Program in Jordan and Faculty Fellow with TC2, she has authored or co-authored articles for the Journal of Family and Consumer Sciences, the Journal of Women & Aging, and Clothing and Textiles Research Journal. Her areas of interest include apparel product development and global trade in textiles and apparel.

It was better than expected. And came quickly

Good

good

just acceptable.

This book is a great source and tool for anyone who is interested in the textile industry, and how globalization affected each country in the world. I am writing my thesis on the textile and apparel industry in Italy and South Korea, and this book has been an helpful source to get information and also to compare it with other titles. This book provides the overall picture of the textile industry without going much in detail. In addition, charts and pictures simplify concepts underlined in the chapters.

The book is brand new ! And it is at a very good price. I looked everywhere for this book! Thank god I found it here , whew , saved some bucks.

Brand new

Perfect condition!

[Download to continue reading...](#)

Going Global: The Textiles And Apparel Industry
Going Global: The Textile and Apparel Industry
Activities Keep Me Going and Going, Volume A (Activities Keep Me Going & Going)
Quality Assurance for Textiles and Apparel
2nd Edition
Global Sourcing in the Textile and Apparel Industry
(Fashion)
Thread's Not Dead: The Designer's Guide to the Apparel Industry
Sewing for the Apparel Industry
(2nd Edition) (Fashion Series)
Sewing for the Apparel Industry
John Robshaw
Prints: Textiles, Block Printing, Global Inspiration, and Interiors
Medical Science and Medical Industry: The Formation of the American Pharmaceutical Industry (Henry E. Sigerist Series in the History of Medicine)
A Question Of Intent: A Great American Battle With A Deadly Industry (Great American Battle with with a Deadly Industry)
Literary Market Place 2017: The Directory of the American Book Publishing Industry with Industry Indexes (Literary Market Place (Lmp))
United States Lodging Industry (Lexington casebook series in industry analysis)
No Bull Review - Global History and

Geography Regents: Global 1 and Global 2 Format Going Solo -- Bassoon (Faber Edition: Going Solo) Going by Bus (Going Places (Weekly Reader)) Little Critter Collector's Quintet: Critters Who Care, Going to the Firehouse, This Is My Town, Going to the Sea Park, To the Rescue (My First I Can Read) Designer's Guide to Girls' and Junior Apparel Sold into Extinction: The Global Trade in Endangered Species: The Global Trade in Endangered Species (Global Crime and Justice) Beyond Design: The Synergy of Apparel Product Development

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)