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# The Fashion Industry And Its Careers: An Introduction



## Synopsis

The Fashion Industry and Its Careers, 3rd Edition, offers an exploration of the fashion industry - from raw materials to marketing to the ultimate consumer - and explores fashion careers across the board. For each career covered, readers will learn about what to expect on the job, required education and training, and the relationship of the role to the industry as a whole. The third edition is fully updated with recent developments in technology, world economics and globalization and effects on industry sectors and career opportunities. Through current, applied industry information and personal assessments throughout, students gain a critical understanding of what careers match their aptitudes, skill sets, and interests - and how to begin down a path to a successful career in the fashion industry. New to this edition: -In-depth job descriptions for a wider range of careers expanded to include Marketing Director, Product Marketing Manager, Brand Marketing Manager, Digital Marketing Manager, Web Site Marketing Personnel, Creative Art Director, Copy Writer, Customer Service and Customer Relationship Management (CRM) Staff in Chapter 9; and Digital Media Artist, Graphic Designer, Fashion Journalist, and Fashion Blogger in Chapter 12.-New Profiles are presented at the conclusion of chapters-from young executives and entrepreneurs, such as freelance trend forecaster and fashion entrepreneur Erin Burke (Chapter 11), Marivi Avalos Monarrez, Chief Marketing Officer and Managing Director for Asia at Fashionbi (Chapter 9), and Mandy Raines-Cordia, Women's Contemporary Apparel Buyer for Zappos.com (Chapter 10); to legends and true teachers, like David Wolfe, Creative Director of The Doneger Group (Chapter 1), fashion journalist Robin Givhan (Chapter 12), and fashion educator Dr. Catherine Amoroso Leslie at Kent State University (Chapter 14).-Organizational changes to the unit structure align the content with current industry practice and emphasize career areas with the greatest growth potential. New Chapter 12 familiarizes readers with the growing career sector of digital media and visual communication.-A fully updated photo program contains more than 75 new photographs and a 16-page color insert of all-new full color images.-Social Media Strikes boxes interspersed throughout the text explore how social media trends are integrated into the various levels of the industry and describe the impact of Facebook, Twitter, Pinterest, Instagram, Linked In, and more. -Case Studies in Career Exploration showcase profiles of companies, interviews with individuals, industry scenarios, and insider tips-The Job Search boxes feature sample advertisements for actual positions in fields discussed within each chapter

## Book Information

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## **Customer Reviews**

Let me start by saying this: this textbook started my career in fashion. While taking an introductory fashion class on a whim my sophomore year of college, this text introduced me to careers I didn't even know existed. I spent the next summer in midtown Manhattan interning at a trend forecasting agency. I would have never known that it was possible without this book. If you have any interest as a student in fashion, this book can show you career opportunities and introduce you to the fashion industry in a friendly, easy-to-understand way. There are plenty of interviews and supplemental sections from experts in the field, and I even got to meet some during my first stay in New York City. For fashion educators, there is no better tool for introducing students to the art and business of fashion. If you want your students to understand the industry in a holistic way, this book is the best asset at your disposal. There are so few resources dedicated to teaching aspiring fashion professionals about the nature of the industry. If you're looking for something to prep students and introduce them to career paths, look no further. The author seems to have a true understanding of the industry, and offers plenty of actionable, real-world experience when describing careers in the industry.

This book is a must have for any fashion teacher or someone interested in learning the ins and outs of the industry! The author does a great job of leaving no stone unturned, and not only that, but incorporating today's technology into the discussion. My issue with most fashion textbooks of today is that they seem outdated. This book offers online resources where you can learn more information, but more importantly discusses how the internet plays a part in certain fields of the

fashion industry. What was most appealing to me about this book though was the Qualifications/Career Challenges section. It did not sugarcoat, but rather prepped the student/reader for what to expect in the industry. This allows the reader to really decide if this is a path they want to choose, and once they do choose it, they can know what hurdles to expect allowing them to better prepare! Highly recommend!

This is a fabulous comprehensive book related to the various career paths in the fashion industry. Including case studies, interviews and a wealth of time sensitive information, this book is a necessary addition to any introduction to retail and/or the fashion industry higher education course. Highly recommend!

Great

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Industry (MIT Press)

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