



Retail Fashion Merchandise Assortment Planning and Trading: It Is All about Choices (Paperback)

By Charles Nesbitt

Createspace Independent Publishing Platform, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The book outlines the fundamental principles that are applied in fashion retailing during the creation of assortment plans and the determination of the ideal product mix in the right styles, colours and sizes together with the trading performance tracking and analysis with the corresponding consequential action required to build a successful and sustainable business. It will be particularly beneficial to students and those who are maybe considering a career in the industry. Individuals who are already part of the fashion buying and merchandising community will find this book to be invaluable in that it provides a complete simplified overview of all the integral activities and roles that go to make up the topic and thereby will provide a broader insight into their own career.



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