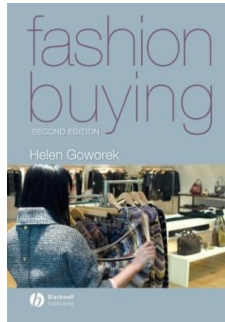


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Wiley-Blackwell. Paperback. Book Condition: New. Paperback. 200 pages. Dimensions: 9.5in. x 6.7in. x 0.5in. Fashion buying, a key component in fashion retailing, is second only to design as a career option for fashion graduates. The buyer has a central role in influencing what consumers choose to wear and in determining whether a fashion retailing company succeeds or fails. Buying is a multi-faceted job, which typically involves fashion forecasting, range-planning, garment sourcing and budgeting. This comprehensive textbook describes the buying cycle, buying..

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