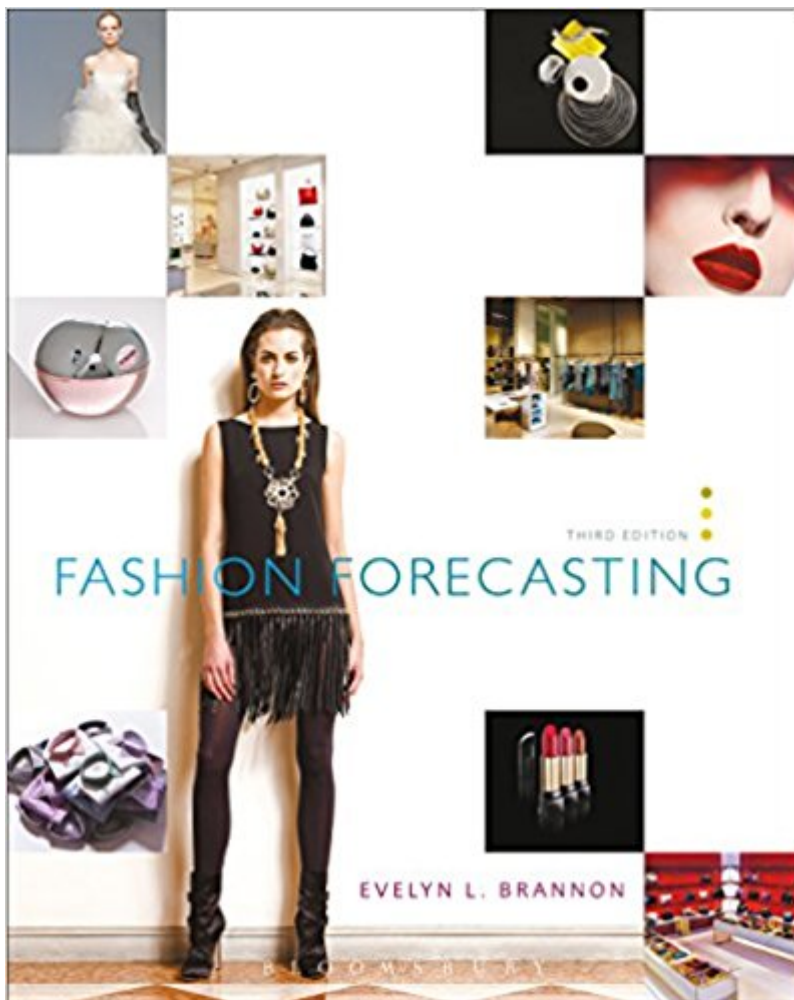


The book was found

Fashion Forecasting



Synopsis

This comprehensive text provides students with the tools to bridge the gap between ambiguous signs and actionable decisions. Designed to make forecasting techniques accessible, Fashion Forecasting not only explains information gathering, but also the process of organizing and analyzing the information for presenting and implementing the forecast. Completely updated with full-color illustrations, the 3rd Edition features the most up-to-date information on current fashion forecasting practices, including the use of the Internet, trade shows, fashion weeks, and regional centers. It will also give the reader an opportunity to rehearse these best practices through case studies and forecasting activities.

Book Information

Paperback: 480 pages

Publisher: Fairchild Books; 3 edition (June 22, 2010)

Language: English

ISBN-10: 1563678209

ISBN-13: 978-1563678202

Product Dimensions: 7.3 x 0.4 inches

Shipping Weight: 2.7 pounds (View shipping rates and policies)

Average Customer Review: 3.7 out of 5 stars 14 customer reviews

Best Sellers Rank: #65,344 in Books (See Top 100 in Books) #37 in Books > Business & Money > Industries > Fashion & Textile #40 in Books > Business & Money > Management & Leadership > Planning & Forecasting #126 in Books > Arts & Photography > Graphic Design > Commercial > Fashion Design

Customer Reviews

Evelyn L. Brannon is retired from Auburn University, where she was an associate professor of fashion forecasting, apparel design, entrepreneurship, and consumer preference. She is a member of several honorary societies, including Epsilon Sigma Phi (extension) and Kappa Tau Alpha (journalism). Her professional memberships include the International Textile and Apparel Association and the Association for Consumer Research. In 2002, she received the Scientific Excellence Award from the National Textile Center for her research efforts.

useful

Such an awesome and relevant book regarding fashion forecasting. It easily works double as a crash course by way of its summaries and keywords. Perfect as I like to self teach!

Needed for school textbook. Great price and very useful.

Excellent!

For the record, I received this book with pages 29-68 completely torn out of the book (separated from the spine but still included).

As described and fast shipping.

Ã Â Â Ã Â Â%

This book is the perfect forecasting textbook. It is extremely helpful and has alot of great information!!

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

Forecasting, Time Series, and Regression (with CD-ROM) (Forecasting, Time Series, & Regression) Financial Risk Forecasting: The Theory and Practice of Forecasting Market Risk with Implementation in R and Matlab Fashion Trends: Analysis and Forecasting (Understanding Fashion) Fashion Forward: A Guide to Fashion Forecasting Back to the 80s: 1980s Fads and Fashion Coloring Book: Adult Coloring Books Fashion, 80s Coloring Book, 1980s Coloring Book, Fashion Coloring Book ... Fashion Coloring Book for Adults) (Volume 1) Fashion Forecasting: Studio Instant Access Fashion Forecasting Fashion Coloring Books for Adults Vol.1: 2017 Fun Fashion and Fresh Styles! (Fashion Coloring Books for Adutls) (Volume 1) Forecasting a Flood (Science Explorer: Follow the Clues) Forecasting a Flood (Explorer Library: Follow the Clues) Forecasting Product Liability Claims: Epidemiology and Modeling in the Manville Asbestos Case (Statistics for Biology and Health) Business Forecasting with Business ForecastX Forecasting for Economics and Business (The Pearson Series in Economics) Business Forecasting (9th Edition) Forecasting: principles and practice Practical Time Series Forecasting with R: A Hands-On Guide [2nd Edition] (Practical Analytics) Business Forecasting with Student CD (Irwin Statistics) Demand Forecasting for Managers Future Ready: How to Master Business Forecasting The Next Bitcoin: Cryptocurrency Forecasting (the next millionaire maker)

Contact Us

DMCA

Privacy

FAQ & Help