



Fashion: The Industry and Its Careers

By Michele M. Granger

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The exciting and dynamic fashion industry presents a wide range of possible careers, but it can be difficult for a novice to determine exactly what each involves. *Fashion: The Industry and Its Careers*, 2nd Edition, offers a thorough and informative exploration of fashion careers across the board, including designer, textile manufacturer, retailer, wholesaler, illustrator, model, product developer, journalist, publicist, trend forecaster, and more. For each career covered, readers will learn about what to expect on the job, required education and training, how to advance to a management role, relationship to the industry as a whole, and future outlook. This 2nd edition has been completely updated to reflect recent developments in technology, world economics, and globalization.

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Fashion: The Industry and Its Careers By Michele M. Granger Bibliography

- Rank: #735229 in Books
- Brand: Fairchild Books
- Published on: 2012-03-20
- Released on: 2012-03-20
- Original language: English
- Number of items: 1
- Dimensions: 9.96" h x .93" w x 8.07" l, 2.15 pounds
- Binding: Paperback
- 496 pages

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Editorial Review

About the Author

Michele M. Granger, EdD, ITAA, is a Full Professor in the Fashion and Interior Design Department, College of Business Administration, at Missouri State University. She has authored seven textbooks with expertise in the areas of fashion merchandising, internships, and entrepreneurship. In addition to academics, Granger has worked in the industry as a buyer, manufacturer's representative, specialty store owner, and currently as a presenter and consultant.

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