



Fashion Logistics: Insights Into the Fashion Retail Supply Chain

John Fernie, David B. Grant

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Looking at responsible fashion retailing and cost-effective supply chain management, *Fashion Logistics* examines the early growth and changes in the fashion industry, leading up to the drivers of change in today's market. The book covers international sourcing, merchandising, planning and forecasting, business models, operating strategies, and design distribution models. Along with online supplementary materials for the book in general, each chapter includes figures, tables, references, suggested readings, and mini-case studies with discussion questions.



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