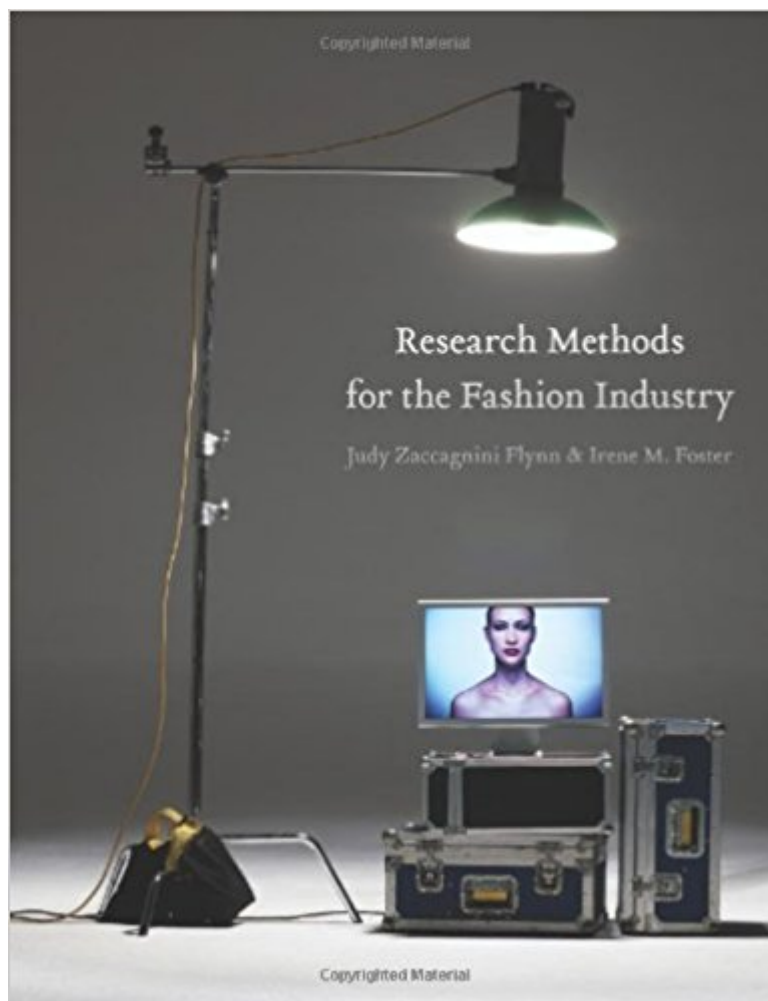


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Research Methods For The Fashion Industry



Synopsis

Research Methods for the Fashion Industry provides readers with a comprehensive look into the skills and techniques required for conducting research. The text is designed for the most effective teaching and retention of the lessons contained in it, using the tried-and-true methods of learning. Discussing the principles of research methods as they apply to fashion, each chapter is divided into three sections: theory, practice, and application. After finishing this text, readers will be able to conduct a research project and analyze the results using critical thinking skills. An informative and useful resource for students, this book can also serve as a reference for industry professionals.

Book Information

Paperback: 352 pages

Publisher: Fairchild Books; 1 edition (March 30, 2009)

Language: English

ISBN-10: 1563676338

ISBN-13: 978-1563676338

Product Dimensions: 8.5 x 0.4 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 3 customer reviews

Best Sellers Rank: #66,134 in Books (See Top 100 in Books) #41 in [Books > Business & Money > Industries > Fashion & Textile](#) #55 in [Books > Arts & Photography > Decorative Arts & Design > Textile & Costume](#) #94 in [Books > Business & Money > Marketing & Sales > Marketing > Research](#)

Customer Reviews

Judy Zaccagnini Flynn is a professor at Framingham State College. Irene M. Foster is a professor and Coordinator of FashionDesign and Retailing in the Consumer Sciences Department at Framingham StateCollege.

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