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Mastering Fashion Buying and Merchandising Management (Palgrave Master Series)

Tim Jackson, David Shaw

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The first academic textbook covering European retail fashion buying and merchandising. It provides a unique insight into best practice across the fashion industry.

About the AuthorTIM JACKSON is Principal Lecturer at the London College of Fashion specialising in luxury brand management, fashion buying and marketing. Tim had previously worked in fashion retail management and buying for a number of UK brands including Burton, Jaeger, Dash and Harrods. He consults on fashion branding and writes as both a journalist and academic researcher on fashion businessDAVID SHAW is one of the UK's leading fashion marketing retailing academics and writers, working freelance with many international universities including the Institute Marangoni and The Dublin Institute of Technology. He has worked from shop floor to director level for many of the UK's largest fashion companies including Bhs, Debenhams, Top Shop and BurtonThey are authors of Mastering Fashion Marketing