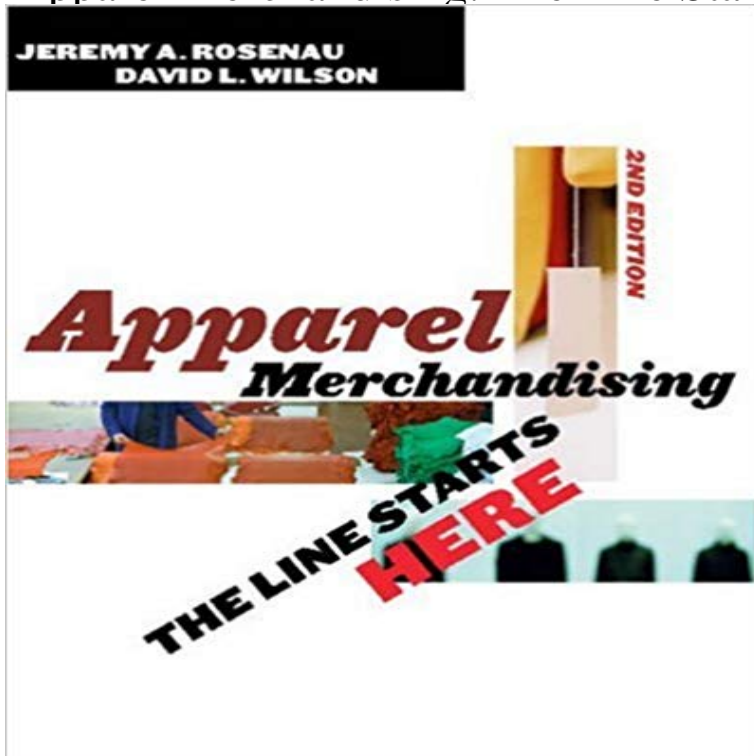


Apparel Merchandising: The Line Starts Here



Apparel Merchandising: The Line Starts Here, 2nd Edition, is a comprehensive approach to apparel merchandising from the perspective of the apparel producer. Rosenau and Wilson draw on their extensive backgrounds in the industry covering men's tailored clothing, men's and women's sportswear and activewear, and children's wear, in both domestic and international markets. This text follows the evolution of the merchandising function with emphasis on production efficiency. This entails a focus on product development and the philosophies and perspectives of industry executives. The authors capture the interface of merchandising with the marketing and manufacturing departments and the way these functions integrate in an effective team concept.

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