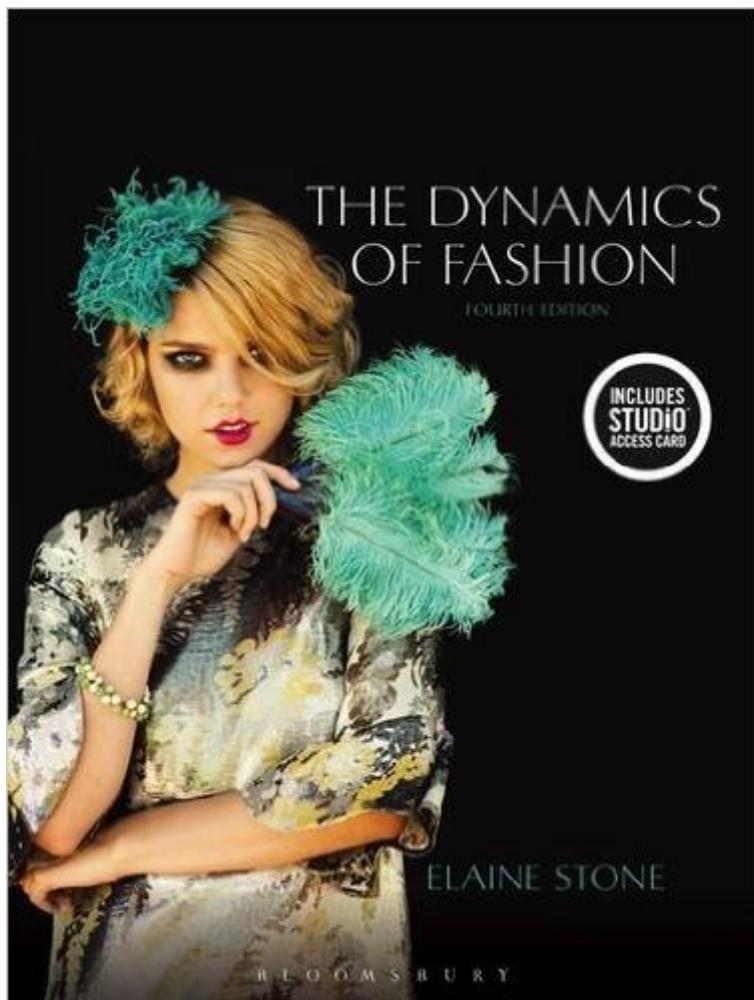


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New to This Edition- More than 150 new full-color photographs highlighting the people, principles, practices, and techniques of the fashion business- Updated coverage of the latest industry trends, including developments in sustainability, e-commerce, and the use of social media for fashion marketing- Revised charts and illustrations with up-to-date data- Updated glossary with more than 500 industry terms

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