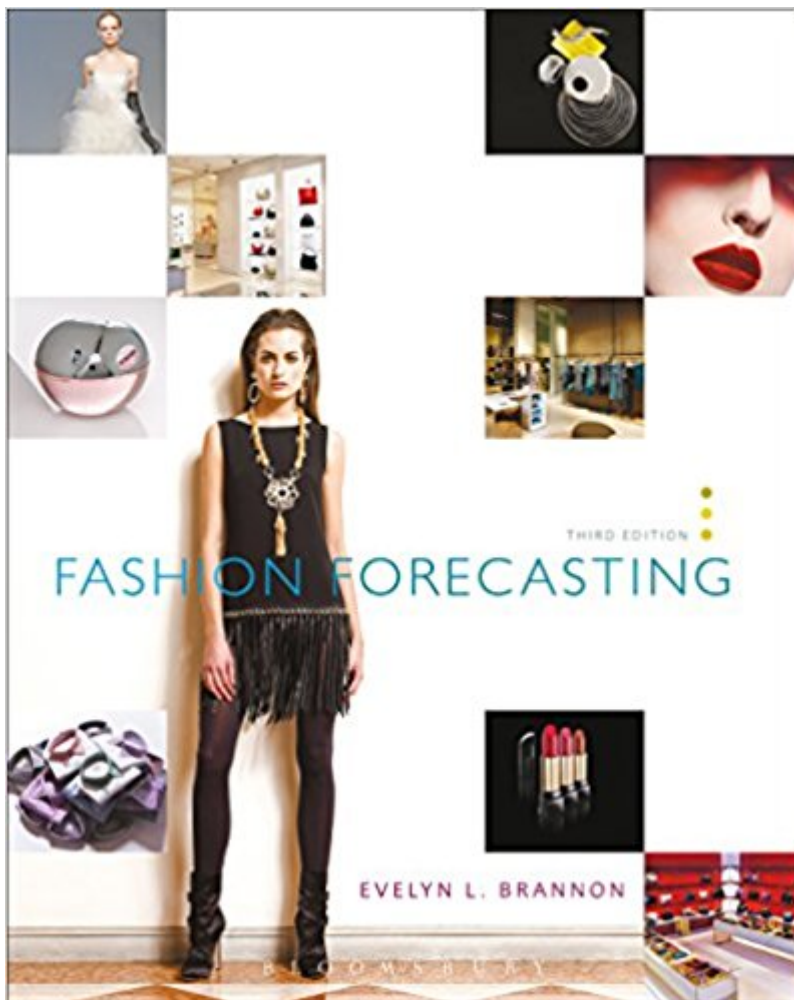


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# Fashion Forecasting



## Synopsis

This comprehensive text provides students with the tools to bridge the gap between ambiguous signs and actionable decisions. Designed to make forecasting techniques accessible, Fashion Forecasting not only explains information gathering, but also the process of organizing and analyzing the information for presenting and implementing the forecast. Completely updated with full-color illustrations, the 3rd Edition features the most up-to-date information on current fashion forecasting practices, including the use of the Internet, trade shows, fashion weeks, and regional centers. It will also give the reader an opportunity to rehearse these best practices through case studies and forecasting activities.

## Book Information

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Average Customer Review: 3.7 out of 5 stars 14 customer reviews

Best Sellers Rank: #65,344 in Books (See Top 100 in Books) #37 in [Books > Business & Money > Industries > Fashion & Textile](#) #40 in [Books > Business & Money > Management & Leadership > Planning & Forecasting](#) #126 in [Books > Arts & Photography > Graphic Design > Commercial > Fashion Design](#)

## Customer Reviews

Evelyn L. Brannon is retired from Auburn University, where she was an associate professor of fashion forecasting, apparel design, entrepreneurship, and consumer preference. She is a member of several honorary societies, including Epsilon Sigma Phi (extension) and Kappa Tau Alpha (journalism). Her professional memberships include the International Textile and Apparel Association and the Association for Consumer Research. In 2002, she received the Scientific Excellence Award from the National Textile Center for her research efforts.

useful

Such an awesome and relevant book regarding fashion forecasting. It easily works double as a crash course by way of its summaries and keywords. Perfect as I like to self teach!

Needed for school textbook. Great price and very useful.

Excellent!

For the record, I received this book with pages 29-68 completely torn out of the book (separated from the spine but still included).

As described and fast shipping.

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This book is the perfect forecasting textbook. It is extremely helpful and has alot of great information!!

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