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DAVID L. WILSON**



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Jeremy A. Rosenau is Assistant Professor at Philadelphia University, where he is coordinator of Fashion Apparel Management Program and a freshman advisor. He has served as president and board member of Childrenswear Manufacturers Association and as a board member for the Educational Foundation for the Fashion Industry. David L. Wilson is a former Assistant Professor and Director of Fashion and Apparel Programmes at Philadelphia College of Textiles and Science. His business experience has included positions in the fashion apparel industry ranging from corporate engineering director to president and CEO of several apparel companies.

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Apparel Merchandising: The Line Starts Here 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 mens tailored clothing, mens and womens sportswear and activewear and childrens 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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