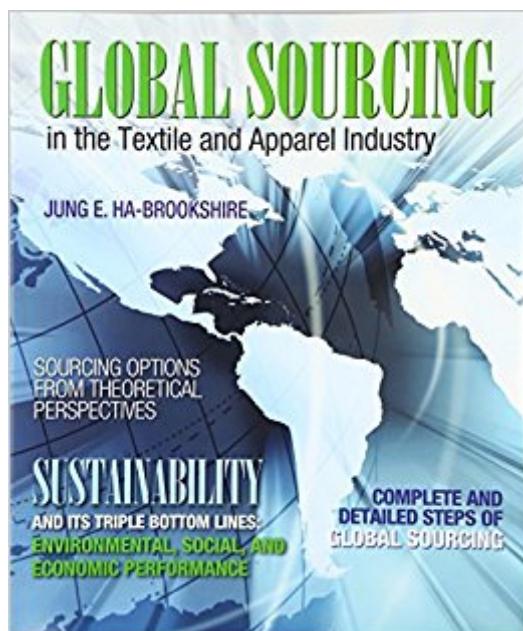


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# Global Sourcing In The Textile And Apparel Industry (Fashion)



## **Synopsis**

The first textbook dedicated to global sourcing in textiles and apparel. *Global Sourcing in the Textile and Apparel Industry, 1e* is the first text to examine the crucial function of global sourcing in the textile and apparel industries, providing practical insight into both how and why global sourcing is pursued. Over 95% of today's textile and apparel products are globally sourced, making sourcing one of the most important business functions in the industry. Chapters include step-by-step global sourcing procedures and explore the theoretical, political, economic, social, and environmental implications of global sourcing decisions with an emphasis on sustainability. Learning activities are based on the author's extensive industry experience and address current issues that sourcing professionals face every day.

*Teaching and Learning Experience* This text will provide a better teaching and learning experience for you and your students. It provides:

- Clear, comprehensive information: Discussions help students understand both how and why textiles and apparel are sourced globally.
- A practical, hands-on approach: Realistic examples and learning activities get students involved in the text.
- Career-focused information: Chapters focus on the knowledge and skills that industry professionals apply every day.

## **Book Information**

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## **Customer Reviews**

Jung Ha-Brookshire is Associate Professor in the Department of Textile and Apparel Management at the University of Missouri, US. She is a Fulbright Scholar who teaches and researches global

sourcing after 8 years of apparel sourcing industry experience in New York City. --This text refers to an alternate Paperback edition.

Boring material but diagrams help with learning the criteria. Up to date information but a lot of it is repetitive.

As described and fast shipping.

This is a textbook that is intended for undergraduates in the apparel and textile field. This book has the potential of becoming the leader in its category if the author would consider doing the following:1. Remove the word sustainability from the title, bc as it stands now, there is nothing beyond lip service to this concept. Consider removing Wall-mart or Disney as examples of sustainability guidelines (really?) Or seriously consider concluding every chapter with a sustainable alternative?2. Focus on the unique advantage of this author, which is her expertise in the field of sourcing and expand on the problems in the book beyond hypothetical.3. Remove the intro chapters on economic theory (trade, porter, increasing returns, etc) because they are very weak and it is evident that this is not the strength of the author. Exchange econ chapters with real NPD chapters instead with spec sheets etc.4. Add specific cases or examples from her experience in the field and remove duplicate econ chapters such as chapter six the external environment evaluation. Consider focusing on Asia only or Africa only instead of tap dancing to different examples and confusing the students.5. Increase the display quality of the book by adding tables that truly mimic the real world so as not to diminish the quality of this book instead of using unrealistic tables. Other books that claim to be about sourcing such as the book by Kunz are about everything but sourcing. So in a way, I really liked the idea of a book written from the perspective of an expert such as Brookshire Ha and was eager to use it my class. I will continue using it, but I hope she or the publisher would consider this feedback.

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