



The Apparel Industry

Richard Jones

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This textbook describes the structure of the industry in the UK and globally, and explains the current problems and strategic responses to global shifts in production. The new edition has been updated throughout to include the latest available data, and takes account of the acceleration of the decline of manufacturing in the UK since 2002, the rapid expansion of production in China, and the final demise of the system of quota control.

- Essential subject for students at undergraduate and postgraduate levels.
- An expert guide to a bewilderingly complex industry.
- No competition.
- Addresses global issues, the opportunities and threats, with strategies for survival.
- Author is Editor of *International Journal of Fashion Marketing and Management*.

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