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working in retail management, buying and merchandising for a number of companies including Jaeger, Dash and the Burton Group PLC David Shaw has held both commercial and academic posts in the fashion David Shaw Get Mastering Fashion Marketing (Palgrave Master Series) By Tim Jackson, David Shaw PDF file for free from our online library

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ivDetermining the length of selling periods: timing merchandising calendars (selling and transition periods) v Forecast based merchandise plans (regional and local economic and cultural influences during the period trend and end of period trend analysis) viLine development: Line concept/ finished goods buying/ sourcing, product

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