

## Business Intelligence Helps Global Fashion Empire Stay

China's love for luxury is not a phenomenon brought on by the contemporary luxury market, but has been a part of Chinese culture and history for generations. The Chinese luxury industry is again re-emerging along modern cultural and socio-economic contexts, and is taking the market by storm. *Luxury the Chinese Way* identifies the main strengths and opportunities associated with the Chinese luxury market, explains the influence of 'Chinese characteristics' on its development and mode of operations, and reflects on the challenges associated with diverse consumption orientations. Using references from the fields and real-life data, this book provides a comprehensive overview on China's innovation in luxury, and is an important contribution to the study of the phenomenon that is the global luxury industry.

In order to keep up with the constant changes in technology, business have adopted supply chain management to improve competitive strategies on a strategic and operational level. *Supply Chain Management: Concepts, Methodologies, Tools, and Applications* is a reference collection which highlights the major concepts and issues in the application and advancement of supply chain management. Including research from leading scholars, this resource will be useful for academics, students, and practitioners interested in the continuous study of supply chain management and its influences.

The advent of new technologies has been an impetus for rapid development in several industries, including the area of retail services. These recent advances push industry leaders to infuse new innovations into their various systems and processes. *Successful Technological Integration for Competitive Advantage in Retail Settings* examines the various effects of changing markets and subsequently how these changes cause retailers to meet consumer demand by integrating more sophisticated, advanced innovations in their daily practices. Focusing on corporate strategies, innovation management, and relevant case studies, this book is a pivotal reference source for researchers, practitioners, and developers interested in recent innovation trends within the retailing industry.

For at least two centuries, fashion and art have maintained a competitive love-hate relationship. Both fashion and art construct imaginary worlds, and use a language of style to invigorate beliefs, perceptions and ideas. Until now the crossovers of fashion and art have received only scattered treatment and suffered from a dearth of theorization. As an attempt to theorize the area, this collection of new and updated essays is the most well-rounded and authoritative to date. Some of the world's foremost scholars in the field are assembled here to explore the art-fashion nexus in numerous ways: from aesthetics and performance to masquerade and media. Original and inspiring, this book will not only secure 'art-fashion' as a discrete area of study, but also suggest new critical pathways for exploring their continuing cross-pollination. *Fashion and Art* is essential reading for students and scholars of fashion, art history and theory, cultural studies and related fields.

The City of Manchester, once the birthplace of the 1st Industrial Revolution, is today a pioneering hub of the 4th Industrial Revolution (Industry 4.0), offering Industry 4.0 solutions in advanced materials, engineering, healthcare and social sciences.

Indeed, the creation of some of the city's greatest academic institutions was a direct outcome of the industrial revolution, so it was something of a homecoming that the Sustainable Smart Manufacturing (S2M) Conference was hosted by The University of Manchester in 2019. The conference was jointly organised by The University of Manchester, The University of Lisbon and The Polytechnic of Leiria – the latter two bringing in a wealth of expertise in how Industry 4.0 manifests itself in the context of sustainably evolving, deeply-rooted cities. S2M-2019 instigated the development of 61 papers selected for publication in this book on areas of Smart Manufacturing, Additive Manufacturing and Virtual Prototyping, Materials for Healthcare Applications and Circular Economy, Design Education, and Urban Spaces.

This book explores new approaches and strategies that luxury fashion brands could adopt in their operations toward sustainability goals. It addresses the unique challenges faced by luxury fashion brands, given that concepts of luxury and sustainability may be conflicting. In doing so, it elaborates on how fashion brands need to manage their suppliers to comply with and improve social and environmental conditions, the pressure to fulfill the triple-bottom lines, consumer demands for transparency, and social media and its advantages in achieving sustainability goals. Exploring the notion that luxury fashion brands are in a better position to pursue superior sustainability performance, it presents research that highlights how the consequences of non-compliance could have more devastating effects on luxury brands than on mass-market brands. The book is a valuable resource for academics and practitioners in the field of business, sustainability, and fashion.

Industry 4.0 – Shaping The Future of The Digital World Proceedings of the 2nd International Conference on Sustainable Smart Manufacturing (S2M 2019), 9–11 April 2019, Manchester, UKCRC Press

Learn how Artificial Intelligence (AI) is being applied in the fashion industry. With an application focused approach, this book provides real-world examples, breaks down technical jargon for non-technical readers, and provides an educational resource for fashion professionals. The book investigates the ways in which AI is impacting every part of the fashion value chain starting with product discovery and working backwards to manufacturing. Artificial Intelligence for Fashion walks you through concepts, such as connected retail, data mining, and artificially intelligent robotics. Each chapter contains an example of how AI is being applied in the fashion industry illustrated by one major technological theme. There are no equations, algorithms, or code. The technological explanations are cumulative so you'll discover more information about the inner workings of artificial intelligence in practical stages as the book progresses. What You'll Learn Gain a basic understanding of AI and how it is used in fashion Understand key terminology and concepts in AI Review the new competitive landscape of the fashion industry Conceptualize and develop new ways to apply AI within the workplace Who This Book Is For Fashion industry professionals from designers, managers, department heads, and executives can use this book to learn about how AI is impacting roles in every department and profession.

Consumer interaction and engagement are vital components to help marketers maintain a lasting relationship with their customers. To achieve this goal, companies must utilize current digital tools to create a strong online presence. Competitive Social Media Marketing Strategies presents a critical examination on the integration of social networking platforms into business tactics and the challenges presented

by consumers' use of these online communities. Highlighting pivotal issues such as brand management, customer loyalty, and online services, this publication is a pivotal reference source for business managers, professionals, advanced-level students, and consultants interested in the latest research on the use of digital media tools for business opportunities.

Volume 22 includes two main chapters in both Part A and B. It appears in two parts because all chapters offer great depth in coverage of core issues senior executives must address for long-term survival of the firm: business intelligence, knowledge management, and understanding of the systems dynamics of interfirm behavior.

**A Complete Blueprint for Maximizing the Value of Business Intelligence in the Enterprise** The typical enterprise recognizes the immense potential of business intelligence (BI) and its impact upon many facets within the organization—but it's not easy to transform BI's potential into real business value. In *The New Era of Enterprise Business Intelligence*, top BI expert Mike Biere presents a complete blueprint for creating winning BI strategies and infrastructure, and systematically maximizing the value of information throughout the enterprise. This product-independent guide brings together start-to-finish guidance and practical checklists for every senior IT executive, planner, strategist, implementer, and the actual business users themselves. Drawing on thousands of hours working with enterprise customers, Biere helps decision-makers choose from today's unprecedented spectrum of options, including the latest BI platform suites and appliances. He offers practical, "in-the-trenches" insights on a wide spectrum of planning and implementation issues, from segmenting and supporting users to working with unstructured data. Coverage includes Understanding the scope of today's BI solutions and how they fit into existing infrastructure Assessing new options such as SaaS and cloud-based technologies Avoiding technology biases and other "project killers" Developing effective RFIs/RFPs and proofs of concept Setting up competency centers and planning for skills development Crafting a better experience for all your business users Supporting the requirements of senior executives, including performance management Cost-justifying BI solutions and measuring success Working with enterprise content management, text analytics, and search Planning and constructing portals, mashups, and other user interfaces Previewing the future of BI

**Product Description** This resource gives readers a step-by-step roadmap for establishing, conducting, and further developing market intelligence programs within an organization, turning market data into actionable insights. It is full of best practice advice based on hundreds of real-life international case studies. The material is backed up by extensive global survey data, providing readers with benchmark data on how intelligence programs are being organized, operated, and resourced worldwide. From the vast amount of examples, the authors have distilled Six Key Success Factors for organizing future-oriented corporate intelligence programs. From the Inside Flap Global companies spend millions of dollars on conducting Market Intelligence each year. Yet only 10% have achieved Market Intelligence capabilities that are truly world class. Such companies enjoy much higher efficiencies in decision making and strong return-on-investment on their Market Intelligence budgets. What are their secrets? What can the other 90% do in order to ensure they have their Market Intelligence scope, processes, deliverables, tools, organization and culture right? Get an insider's look at how some of the world's most respected international companies use Market Intelligence. This book provides over 40 enlightening case studies from companies such as Cisco Systems, ABB, Dunkin' Brands and Statoil, as well as findings from two global surveys on Market Intelligence programs and trends. It also features a step-by-step roadmap to help companies raise their intelligence ambitions, by using the six Key Success Factors outlined in the World Class Market Intelligence Framework developed by the authors. Readers will be able to implement the practical ideas immediately and drive the systematic development of their own world class market intelligence functions – as well as benchmark their own results against global best practices.

As this book is the first book worldwide in the "sustainable" management of luxury area, it highlights key aspects in the sustainable management of luxury based on presentations using different approaches, whether reflexive, empirical, hands-on or applied theory and cases.

2011 Updated Reprint. Updated Annually. China Pharmaceutical Chemicals Producers Directory

Fibre2Fashion magazine—the print venture of Fibre2Fashion.com since 2011—is circulated among a carefully-chosen target audience globally, and reaches the desks of top management and decision-makers in the textiles, apparel and fashion industry. As one of India's leading industry magazines for the entire textile value chain, Fibre2Fashion Magazine takes the reader beyond the mundane headlines, and analyses issues in-depth.

This book provides an overview of current issues and challenges in the fashion industry and an update on data-driven artificial intelligence (AI) techniques and their potential implementation in response to those challenges. Each chapter starts off with an example of a data-driven AI technique on a particular sector of the fashion industry (design, manufacturing, supply or retailing), before moving on to illustrate its implementation in a real-world application

Social Media for Fashion Marketing uses cutting edge case studies and detailed interviews to show how the business of fashion is changing in the digital landscape. Bendoni (@BendoniStyle) also considers the psychological impact of being a hyper-connected consumer and the generational gaps in social media communication. Using academic research, alongside her 25 years of fashion marketing experience, Bendoni offers a clear picture of the changing narrative of storytelling, social confirmation, digital nesting and how to use data to shape a brand's online presence. With practical and critical thinking activities to hone your skills into professional practice, this is the ultimate guide to social marketing, promotion, SEO, branding and communication. Featured topics - Rules of Digital Storytelling - Rethinking Gamification - Strategic Digital Marketing - The Role of Citizen Journalists - The Social Media Looking Glass - World of Influencer Marketing - Visual Consumption Economy - Global Perspective of Social Media

The LNCS journal Transactions on Large-Scale Data- and Knowledge-Centered Systems focuses on data management, knowledge discovery, and knowledge processing, which are core and hot topics in computer science. Since the 1990s, the Internet has become the main driving force behind application development in all domains. An increase in the demand for resource sharing across different sites connected through networks has led to an evolution of data- and knowledge-management systems from centralized systems to decentralized systems enabling large-scale distributed applications providing high scalability. Current decentralized systems still focus on data and knowledge as their main resource. Feasibility of these systems relies basically on P2P (peer-to-peer) techniques and the support of agent systems with scaling and decentralized control. Synergy between grids, P2P systems, and agent technologies is the key to data- and knowledge-centered systems in large-scale environments. This special issue contains extended and revised

versions of 4 papers, selected from the 25 papers presented at the satellite events associated with the 17th East-European Conference on Advances in Databases and Information Systems (ADBIS 2013), held on September 1-4, 2013 in Genoa, Italy. The three satellite events were GID 2013, the Second International Workshop on GPUs in Databases; SoBI 2013, the First International Workshop on Social Business Intelligence: Integrating Social Content in Decision Making; and OAIS 2013, the Second International Workshop on Ontologies Meet Advanced Information Systems. The papers cover various topics in large-scale data and knowledge-centered systems, including GPU-accelerated database systems and GPU-based compression for large time series databases, design of parallel data warehouses, and schema matching. The special issue content, which combines both theoretical and application-based contributions, gives a useful overview of some of the current trends in large-scale data and knowledge management and will stimulate new ideas for further research and development within both the scientific and industrial communities.

Sustainability Compendium is an informative sourcebook that holds detailed description of hundreds of sustainable textile companies filtered from different categories of the textile value chain. It's a guiding tool for companies who are seeking to turn their business sustainable as well as be an inspiration for others to turn towards ecological business. This compendium gives the featured companies a voice to narrate their sustainable story to the corporate world. Each participant have a space in this feature to present their sustainable activities setting an example that would lead others to join the sustainable drive. Sustainable, is what it has to be Fashion in itself is a dynamic industry, and if you choose to look at fashion solely from the sustainability point of view, then keeping track of developments is simply not easy. Inventions, innovations and ideas have already changed the narrative, and the axioms of the business of fashion that dominated the discourse at the turn of the century, today sound hopelessly outdated and out-of-place. 'Sustainable fashion' was just another segment of the industry till even in the early half of this decade. But not anymore. Thought leaders are unanimous about one thing—sustainable fashion can no more be a niche, and many of them agree that if it ain't sustainable, then it ain't fashion. By and by, many brands are lending credence to that idea, while for many others the idea is just beginning to sink in. This is where this compendium comes in—with ideas. There are many articles in this volume that discuss different aspects threadbare. 'Fashionable=Sustainable. Is that even possible?' argues that there is more to sustainable fashion than meets the eye. The article asserts that the relationship between fashion and sustainability is active and complex, and each time we look at the key ideas or issues at stake, different aspects seem to come to light. It looks at sustainability in manufacturing, working conditions of garment workers, and the role of the fashion designer in the entire process. Therein, 'Revitalising a lifestyle' is an interview with Edric Ong, an award-winning Malaysian designer of natural textiles, fashion and crafts. Currently, Senior Vice-President of the World Crafts Council

Asia Pacific, he set up the World Eco-Fibre and Textile (WEFT) Network to further the cause of natural fibres and dyes. In a freewheeling interview, Ong talks about sustainable fashion and where it is going globally, and how it can be made a more permanent mode of retail fashion. He also talks about his well-known experiments with ikat, and points out that eco-lifestyle is about going back to the basics. 'The True Cost of Fast Fashion' goes ahead to underline the fact that it is indeed possible to improve and impact almost every aspect of the production process and factors such as scale, technical viability and global supply chains are no longer limiting as long as businesses are committed to paying the true cost of production. And, 'No, fast is not sustainable' takes a deep dive into the entire gamut of fashion, right from the birth of the concept to the explosive growth of the segment, and finally the backlash. I hope this fourth edition will give you thoughts to mull over and even implement some in your day to day business.

Though technically not a textiles-apparel congregation, the scale and scope of the event makes FESPA Global Print Expo 2018 one of the must-visits for the industry. The May 2018 issue of Fibre2Fashion presents a curtain-raiser for the event that showcases the latest in printing technologies and innovations. The edition also takes a closer look at the transparency issue. The latest in denims, and the future of fashion in India are also discussed under Q&A, in addition to all regular features. Fibre2Fashion magazine—the print venture of Fibre2Fashion.com since 2011—is circulated among a carefully-chosen target audience globally, and reaches the desks of top management and decision-makers in the textiles, apparel and fashion industry. As one of India's leading industry magazines for the entire textile value chain, Fibre2Fashion Magazine takes the reader beyond the mundane headlines, and analyses issues in-depth.

Strategic Fashion Management: Concepts, Models and Strategies for Competitive Advantage is a highly accessible book providing a unique look into the strategic drivers of the dynamic and ever-growing fashion industry. Derived from the knowledge gap in quality strategic fashion management literature, this book blends theory with a variety of examples and uses 18 case studies to help bring to life contemporary topics faced by senior executives. The analysis is highly global in nature and aims to accelerate the strategic skills required to navigate the industry and contribute to a firm's growth.

Using copious examples from across the world, this book provides in-depth discourse and progressive theoretical concepts and strategies which readers will be able to apply immediately to their studies or practices. The book is particularly suitable for final-year undergraduate and postgraduate students studying fashion management or marketing, as well as those on MBA and international business courses who wish to understand more about the fashion ecosystem. It is also designed to serve as an important reference for executives who are interested in conceptualising strategic issues that are pertinent to the industry.

Now in its 46th edition, British Qualifications is the definitive one-volume guide to every qualification on offer in the United

Kingdom. With an equal focus on vocational studies, this essential guide has full details of all institutions and organizations involved in the provision of further and higher education and is an essential reference source for careers advisors, students and employers. It also includes a comprehensive and up-to-date description of the structure of further and higher education in the UK. The book includes information on awards provided by over 350 professional institutions and accrediting bodies, details of academic universities and colleges and a full description of the current framework of academic and vocational education. It is compiled and checked annually to ensure accuracy of information.

The ability to generate inspired ideas is vital in all creative industries, and nowhere is this more true than in the fast-paced and trend-driven fashion industry. A bestseller in both the UK and US, this fully revised third edition of *Research and Design* uniquely provides a handy and indispensable resource that will gently guide readers through the fashion design process. Comprising a complete toolkit of key need-to-know topics, *Research and Design* demonstrates how important fashion design research is to the creation of inspired designs and concepts. Topics explored include choosing themes, compiling research, using your sketchbook as a design tool, techniques for drawing, and collage, juxtaposition and deconstruction, as well as how to design from your research, design development, working with the colour wheel, and how to successfully communicate your ideas, fully equipping readers with all the knowledge and tools needed to embark on their own design projects. Now fully revised and updated with beautiful and inspiring new visuals from the studio, designers' portfolios, and the catwalk, as well as exciting new case studies, interviews with practising fashion designers, and practical exercises, *Research and Design* will show readers how to excel in carrying out professional fashion research and design.

### Senegal Business Intelligence Report - Practical Information, Opportunities, Contacts

During the 21st century business environments have become more complex and dynamic than ever before. Companies operate in a world of change influenced by globalisation, volatile markets, legal changes and technical progress. As a result, they have to handle growing volumes of data and therefore require fast storage, reliable data access, intelligent retrieval of information and automated decision-making mechanisms, all provided at the highest level of service quality. Successful enterprises are aware of these challenges and efficiently respond to the dynamic environment in which their business operates. Business Intelligence (BI) and Performance Management (PM) offer solutions to these challenges and provide techniques to enable effective business change. The important aspects of both topics are discussed within this state-of-the-art volume. It covers the strategic support, business applications, methodologies and technologies from the field, and explores the benefits, issues and challenges of each. Issues are analysed from many different perspectives, ranging from strategic management to data technologies, and the different subjects are complimented and

illustrated by numerous examples of industrial applications. Contributions are authored by leading academics and practitioners representing various universities, research centres and companies worldwide. Their experience covers multiple disciplines and industries, including finance, construction, logistics, and public services, amongst others. Business Intelligence and Performance Management is a valuable source of reference for graduates approaching MSc or PhD programs and for professionals in industry researching in the fields of BI and PM for industrial application. As the age of Big Data emerges, it becomes necessary to take the five dimensions of Big Data- volume, variety, velocity, volatility, and veracity- and focus these dimensions towards one critical emphasis - value. The Encyclopedia of Business Analytics and Optimization confronts the challenges of information retrieval in the age of Big Data by exploring recent advances in the areas of knowledge management, data visualization, interdisciplinary communication, and others. Through its critical approach and practical application, this book will be a must-have reference for any professional, leader, analyst, or manager interested in making the most of the knowledge resources at their disposal. As global business systems are becoming ever more complex and they continue to grow and expand, it is increasingly more difficult to stand out as an effective and efficient leader. Dynamic Leadership Models for Global Business: Enhancing Digitally Connected Environments describes various models on how to become an outstanding leader in today's rapidly growing global business environments. This book seeks to provide positive instruction which illuminates a practical path to becoming a successful leader in such large and competitive markets. The approach is consistent with any existing leadership development program, or it may be undertaken as an individual initiative. In a single volume, the new edition of this guide gives comprehensive coverage of the developments within the fast-changing field of professional, academic and vocational qualifications.; Fully indexed, it provides details on all university awards and over 200 career fields, their professional and accrediting bodies, levels of membership and qualifications, and is a one-stop guide for careers advisors, students and parents. It should also enable human resource managers to verify the qualifications of potential employees. The World of Fashion, 5th Edition is the essential resource for students seeking to understand the fashion industry. Starting with an introduction to fashion's history and its evolving role within the global marketplace, this book provides in-depth coverage of the design, manufacturing and merchandising segments of the fashion industry. This fundamental guide on programmatic advertising explains in detail how automated, data-driven advertising really works in practice and how the right adoption leads to a competitive advantage for advertisers, agencies and media. The new way of planning, steering and measuring marketing may still appear complex and threatening but promising at once to most decision makers. This collaborative compendium combines proven experience and best practice in 22 articles



written by 45 renowned experts from all around the globe. Among them Dr. Florian Heinemann/Project-A, Peter Würtenberger/Axel-Springer, Deirdre McGlashan/MediaCom, Dr. Marc Grether/Xaxis, Michael Lamb/MediaMath, Carolin Owen/IPG, Stefan Bardega/Zenith, Arun Kumar/Cadreon, Dr. Ralf Strauss/Marketingverband, Jonathan Becher/SAP and many more great minds.

Artificial intelligence (AI) describes machines/computers that mimic cognitive functions that humans associate with other human minds, such as learning and problem solving. As businesses have evolved to include more automation of processes, it has become more vital to understand AI and its various applications. Additionally, it is important for workers in the marketing industry to understand how to coincide with and utilize these techniques to enhance and make their work more efficient. The Handbook of Research on Applied AI for International Business and Marketing Applications is a critical scholarly publication that provides comprehensive research on artificial intelligence applications within the context of international business. Highlighting a wide range of topics such as diversification, risk management, and artificial intelligence, this book is ideal for marketers, business professionals, academicians, practitioners, researchers, and students.

Support whatever your kids' interests are. This one's for the future designers of all time. This book contains the present and the future of the fashion design industry with inspirations taken from only the world renowned designers. Your kids will definitely appreciate your full support in their passion when you buy this for them. Get a copy today.

Numerous tastemakers exist in and between fashion production and consumption, from designers and stylists to trend forecasters, buyers, and journalists. How and why are each of these players bound up in the creation and dispersion of trends? In what ways are consumers' relations to trends constructed by these individuals and organizations? This book explores the social significance of trends in the global fashion industry through interviews with these 'fashion intermediaries', offering new insights into their influential roles in the setting and shaping of trends. The Trendmakers contains exclusive interviews with financial analysts, creative directors from high street stores like H&M to designer brands such as Erdem, trend forecasters at WGSN, buyers from Harvey Nichols, and major fashion names like The Telegraph fashion critic Hilary Alexander. In contrast to existing research, Lantz offers an international understanding of the trend landscape, engaging with industry professionals from fashion capitals like London, Paris, and New York, as well as BRIC countries and the new, emerging fashion nations. The fashion media may have declared that 'trends are dead' in the light of digital dissemination, but Lantz argues that trends still not only serve as a significant organizing principle for the fashion industry as a whole but also as a source for legitimacy. Engaging with classic fashion thinkers like Veblen, Simmel, and Bourdieu, as well as contemporary scholars like Entwistle and Steele, this book considers trends from an economic and cultural perspective to add to our knowledge of the complexities of the business of fashion.

Unlike Torts and Contracts, in which the facts are relatively consistent, cases that arise under the Constitution spring from a vast array of activities and appear to have little or no common thread.

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from different categories of the textile value chain. It will be a guiding tool for companies who are seeking to turn their business sustainable as well as be an inspiration for others to turn towards ecological business. This compendium will give the featured companies a voice to narrate their sustainable story to the corporate world. Each participant would have a space in this feature to present their sustainable activities setting an example that would lead others to join the sustainable drive. Fashion in itself is a dynamic industry, and if you choose to look at fashion solely from the sustainability point of view, then keeping track of developments is simply not easy. Inventions, innovations and ideas have already changed the narrative, and the axioms of the business of fashion that dominated the discourse at the turn of the century, today sound hopelessly outdated and out-of-place. 'Sustainable fashion' was just another segment of the industry till even in the early half of this decade. But not anymore. Thought leaders are unanimous about one thing—sustainable fashion can no more be a niche, and many of them agree that if it ain't sustainable, then it ain't fashion. By and by, many brands are lending credence to that idea, while for many others the idea is just beginning to sink in. This is where this compendium comes in—with ideas. There are many articles in this volume that discuss different aspects threadbare. 'Fashionable=Sustainable. Is that even possible?' argues that there is more to sustainable fashion than meets the eye. The article asserts that the relationship between fashion and sustainability is active and complex, and each time we look at the key ideas or issues at stake, different aspects seem to come to light. It looks at sustainability in manufacturing, working conditions of garment workers, and the role of the fashion designer in the entire process. Therein, 'Revitalising a lifestyle' is an interview with Edric Ong, an award-winning Malaysian designer of natural textiles, fashion and crafts. Currently, Senior Vice-President of the World Crafts Council Asia Pacific, he set up the World Eco-Fibre and Textile (WEFT) Network to further the cause of natural fibres and dyes. In a freewheeling interview, Ong talks about sustainable fashion and where it is going globally, and how it can be made a more permanent mode of retail fashion. He also talks about his well-known experiments with ikat, and points out that eco-lifestyle is about going back to the basics. 'The True Cost of Fast Fashion' goes ahead to underline the fact that it is indeed possible to improve and impact almost every aspect of the production process and factors such as scale, technical viability and global supply chains are no longer limiting as long as businesses are committed to paying the true cost of production. And, 'No, fast is not sustainable' takes a deep dive into the entire gamut of fashion, right from the birth of the concept to the explosive growth of the segment, and finally the backlash. I hope this fourth edition will give you thoughts to mull over and even implement some in your day to day business.

In 2020, COVID-19 starkly demonstrated the global interconnectedness of business, as it disrupted supply chains and manufacturing operations, broadly shuttered retail stores, and led to restrictions on movement and travel around the world. Other events in 2019 also showcased the undeniable globalization of business, be it from the (un)expected ramifications of Brexit to the impacts of data breaches across various industries. Riots in Hong Kong over an extradition bill also sparked huge debate and controversy, and the U.S.-China trade war also caused concern. All of these events may have largely and immediately impacted one region, yet effects reverberate across larger swathes of the globe—ultimately affecting vast areas, industries, and sectors across the international landscape. Issues in Global Business explores all of these and more, across a wide range of topics, including the on-demand economy, global manufacturing, Bitcoin, data security, and many more. Coupled with a comprehensive overview of the business landscape around the world by Dr. Mamoun Benmamoun, an assistant professor at the Boeing Institute of International Business at Saint Louis University, this book provides students with the essential information they need to assess business practices through an international lens.