



Going Global: The Textiles And Apparel Industry

Grace I. Kunz, Myrna B. Garner

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As the merchandising, design, production, and distribution of textiles and apparel become increasingly global, it is crucial to recognize the role of political, social, and economic perspectives in the international marketplace. *Going Global: The Textile and Apparel Industry* exposes readers to the language and basic concepts of global textile and apparel trade without overwhelming them with data that may become readily outdated. Students are taught to assess the marketing and sourcing of textiles and apparel in four major global trading regions and examine the latest trends that are impacting manufacturing, retailing, and consumption throughout the world.

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