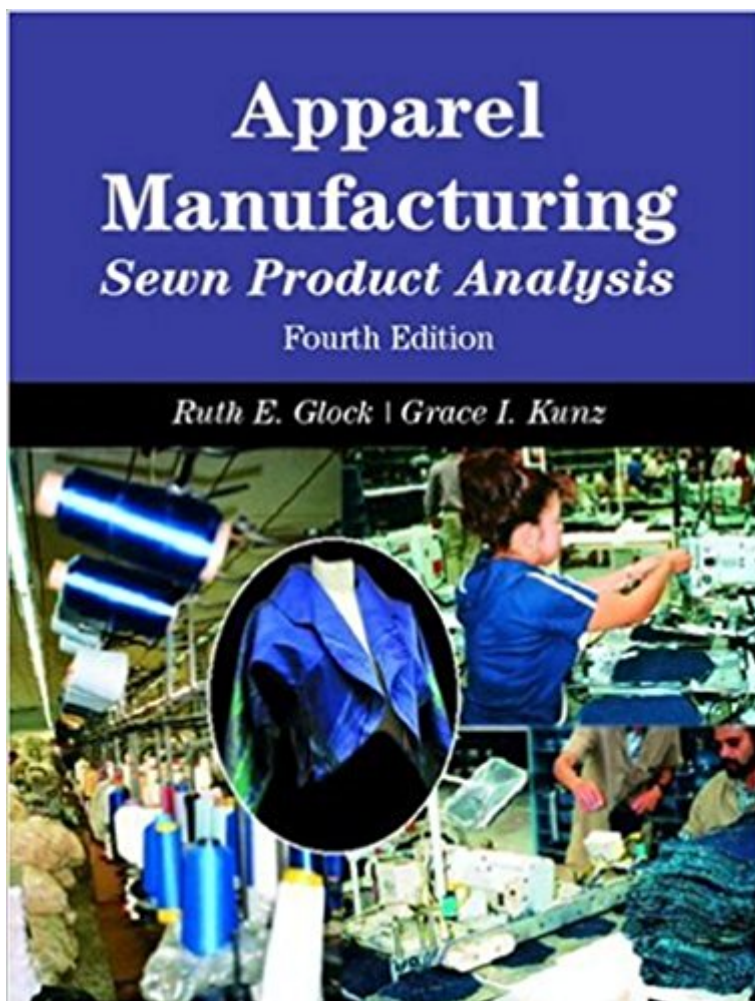




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# Apparel Manufacturing: Sewn Product Analysis, 4th Edition



## Synopsis

Our goal for the 4th edition Apparel Manufacturing: Sewn Product Analysis remains the same as it was for the first edition: to provide a broad conceptual and somewhat theoretical perspective of apparel manufacturing that will serve as a foundation for future apparel professionals. We have consulted professionals, industry trade associations, visited factories in national and international locations, and participated in numerous apparel related conferences and workshops to supplement academic research and personal observations.

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## Customer Reviews

Apparel Manufacturing: Sewn Product Analysis is designed to provide a conceptual framework of the manufacturing process for future apparel professionals. It helps students understand the complex decision making involved in marketing, merchandising, and producing apparel to meet the needs of the target customer. Our intent, is to provide a global, integrated perspective so that readers will understand the interrelationships among processes and decisions. The content is divided into five parts that focus on the factors that determine the cost, price, quality, performance, and value of garments. Part I presents a broad perspective of the organization of the apparel business, the roles of marketing and merchandising, and the complexities of operating in a worldwide market. Part II provides a comprehensive discussion of apparel development processes including development of product standards and specifications. Specific roles of design and technical design are enhanced with new sections on establishing garment fit and finishing. Part III

focuses on apparel management with emphasis on quality, cost, materials, product development, and production sourcing. Part IV examines production processes considering engineering, production planning and management, and human resources that underlay preproduction, sewing, equipment, and finishing operations. Part V focuses on management, issues and decisions related to support materials, closures, and trims. Appendices enable readers to relate sewn product decisions to three basic apparel products including t-shirts, men's dress slacks, and dress shirts.

Our goal for the 4th edition *Apparel Manufacturing: Sewn Product Analysis* remains the same as it was for the first edition: to provide a broad conceptual and somewhat theoretical perspective of apparel manufacturing that will serve as a foundation for future apparel professionals. We have consulted professionals, industry trade associations, visited factories in national and international locations, and participated in numerous apparel related conferences and workshops to supplement academic research and personal observations. Although our textbook is widely used by professionals in all segments of the industry it is our goal to assist textile and apparel students to better understand garment manufacturing and the complex decision making involved in producing apparel to meet the needs of the target customer. Our intent is to provide a global and integrated perspective that will enable students to have a comprehensive understanding of the industry and to be well prepared apparel professionals. The textbook incorporates a professional approach, industry language with an academic orientation, and an improved conceptual framework reflective of changes in the global industry. The content is still divided into five parts that focus on the factors that determine the cost, price, quality, performance, and value of garments. Part I, "Introduction to Apparel Manufacturing," deals with issues associated with the concepts of product performance and quality, the functional organization of apparel manufacturing firms, and the complexities of operating in a world market. There is increased emphasis on global and retail markets. The first chapter is "Organization of the Apparel Business." The new revision contains descriptions of the different types of retailers and trade associations. Part I also includes updated versions of the chapters "Marketing Strategies" and "Merchandising Processes." This includes a market analysis of U.S. jeans wear and positioning strategies for men's dress shirts. Part II is titled "Product Development." It includes three chapters that deal with factors relating to product analysis, specification development, and the specific roles of design and technical design in the apparel development processes. Chapters 4 and 5 have been reversed from the 3rd edition. New career opportunities in the industry are still in Chapter 4. The Garment Analysis Guide is enhanced to cover garment analysis as well as specification development. There are new sections on establishing garment fit and finishing. Part

III, "Dimensions of Apparel Management" includes four chapters that deal with apparel management in a global environment. The sequence of chapters has been changed to move "Costs, Costing, Pricing, and Profit," ahead of the chapters on sourcing. This will enable students to relate costing concepts to sourcing issues. . "Materials sourcing and Selection" begins with the discussion of the Global Textile Complex. "Product Development and Production Sourcing" now includes an expanded discussion of import costs. Part IV, "Focus on Production," consists of five chapters related to the production processes. Content from "Apparel Engineering" and "Preproduction Operations" although not significantly changed, has been reordered to reduce duplication and to enhance the flow of information. Part V, "Findings Management," includes three chapters focusing on issues related to support materials, closures, and trims. The content has been updated to reflect new materials and applications that are viable options in developing products for today's specialized markets. As with previous editions there are three appendices that discuss applications of the garment analysis system. Styling, materials selection, and assembly methods for three basic products are analyzed relative to target markets, price range, and consumer expectations.

Dry, dry, dry but also loaded with valuable information. I am starting a small manufacturing concern to do one-off production of women's professional and biz casual clothing and even though I have a long history as a fabric/sewing machine retailer and sewing school operator, I have learned an unbelievable number of details from this comprehensive text.

A drag to read. So Dated.

It gives everything you asked for. Great materials. Very systematic.

Useful content aNd good condition!

Not helpful & possibly inaccurate as far as the actual process of manufacturing, J.O.T. and manufacturing control check points...

Exactly what I want

a lot information on this book I will love more if the book have more pictures, overall a good book

great

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