
Description:

Information Systems for the Fashion and Apparel Industry brings together trends and developments in fashion information systems, industrial case-studies, and insights from an international team of authors. The fashion and apparel industry is fast-growing and highly influential. Computerized information systems are essential to support fashion business operations and recent developments in social media, mobile commerce models, radio frequency identification (RFID) technologies, and ERP systems are all driving innovative business measures in the industry.

After an introductory chapter outlining key decision points and information requirements in fast fashion supply chains, Part One focuses on the principles of fashion information systems, with chapters covering how decision making in the apparel supply chains can be improved through the use of fuzzy logic, RFID technologies, evolutionary optimization techniques, and artificial neural networks. Part Two then reviews the range of applications for information systems in the fashion and apparel industry to improve customer choice, aid design, implement intelligent forecasting and procurement systems, and manage inventory and returns.

- Provides systematic and comprehensive coverage of information systems for the fashion and apparel industry
- Combines recent developments and industrial best-practices in apparel supply chain management in order to meet the needs of the fashion and apparel industry professionals and academics
- Features input from a team of highly knowledgeable authors with a range of professional and academic experience, overseen by an editor who is a leading expert in the field
- Reviews the range of applications for information systems in the fashion and apparel industry to improve customer choice, aid design, implement intelligent forecasting and procurement systems, and manage inventory and returns

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