The Fashion Sleuth: How to Research the Internet for Fashion (Mixed media product)

By M. Kathleen Colussy

Pearson Education (US), United States, 2005. Mixed media product. Condition: New. Language: English . Brand New Book. For introduction to fashion, design, or marketing courses that involve research. This book is geared specifically to information fluency for the fashion industry - covering traditional and non-traditional research - and is meant to help the reader overcome any Internet research phobia. Written to make students more proficient and confident in using the Internet and the computer as a tool for conducting research, this book provides insider industry secrets to researching the Internet for fashion design and/or fashion marketing related information through easy to understand and follow step-by-step exercises. The companion CD contains over 1,600 URLs including links for business, marketing, forecasting, global trade shows, global sourcing markets by country, and a global list of online museums and other historical and art resources. This book will teach students to research beyond Google (TM), how to use Boolean Logic and Search Engine Math, to conduct an Advanced Search online, and give them a better understanding of how to mine the Deep Web. Pearson Education is proud to bring world-renowned Dorling Kindersley (DK) products to your classroom. Instantly recognized by their fascinating, full-color photographs and...

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