

Management and Inter/Intra Organizational Relationships in the Textile and Apparel Industry

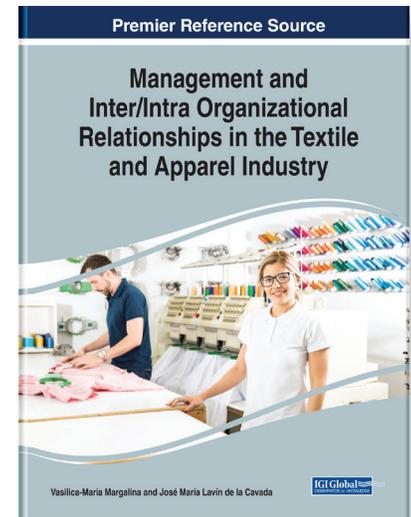
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Description:

Numerous clothing industries face highly dynamic environments, and growth in this environment depends upon both external and internal factors. External factors are represented by aggressive competition and volatile product demand. Internally, the industry must face an increasingly shorter life cycle of the product and the need to innovate both product and organizational development. The competitive advantage of the industry lies in its ability to design a value-creating system based on the management of both external and internal relationships. The successful management of these relationships relies not only on successful customer relationship management but also on effective product supply and demand upkeep.

Management and Inter/Intra Organizational Relationships in the Textile and Apparel Industry provides emerging research exploring relevant theoretical frameworks and the latest empirical research underlining the complexity of management applications within the textile industry. Featuring coverage on a broad range of topics such as consumer relationships, cultural identity, and organizational culture, this book is ideally designed for researchers, academicians, professionals, and students working in various disciplines including management, industrial organization, organizational behavior, human resource management, decision science, design science, and information and communication. Moreover, the book will provide insights and support executives and managers of the textile and apparel industry concerned with the ethic design, contamination, and the management relationships with workers, customers, suppliers, the community, and organizational development.



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Topics Covered:

- Brand Management
- Business Partnerships
- Consumer
- Relationships
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- Organizational Culture
- Social Media
- Sustainability
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