

FMB

BA2b

## Useful sources of information

This is the reading list that your course has provided for the unit you are currently studying.

You will find everything you need by searching the catalogue via the [Library webpages](#).

For more information on how to search the catalogue [watch this short video](#)

### Required:

Dillon, S. (2018) *Fundamentals of fashion management*. 2<sup>nd</sup> edn. London: Bloomsbury.

Granger, M.M., Sterling, T.M. and Cantrell, A. (2019) *Fashion entrepreneurship: retail business planning*. New York: Fairchild Books.

Read chapter 1: [Becoming a fashion retail entrepreneur](#)

Sheridan, J. (2010) *Fashion, media, promotion: the new black magic*. Chichester: John Wiley & Sons.

Stone, E. and Farnan, S.A. (2018) *The dynamics of fashion*. New York: Fairchild Books.

### Recommended:

[Business of Fashion](#)

[Drapers](#)

**Website:** <https://library.norwichuni.ac.uk>

**Email:** [library@norwichuni.ac.uk](mailto:library@norwichuni.ac.uk)

**Course guides:** <https://library.norwichuni.ac.uk/course-guides>