

FMB

BA3A

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:

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](#)

Swanson, K.K and Everett, J.C. (2008) *Writing for fashion business*. New York: Fairchild Books.

Read Chapter 10 [Scholarly writing](#)

Further:

- [Drapers](#)
- [PR week](#)
- [The Business of Fashion](#)

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

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