

Operations Management in the Era of Fast Fashion

Technologies and Circular Supply Chains

Ladenpreis: 142,99EUR

ISBN: 9789811911798

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Auflage: 1st ed. 2022

Verlag: Springer, Springer Singapore

Erscheinungsdatum: 15.05.2023

Reihe: Springer Series in Fashion Business

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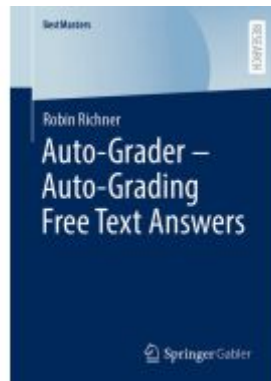
Details

This book reports the latest business practices, operations models, technologies and circular supply chain structure of the fast fashion companies and provides many important managerial insights on the sustainable operations management in the fast fashion era. Sustainability is a timely topic in both the academia and the business world. In the fast fashion era, there are considerable criticisms about its environmental pollution generated in the manufacturing and post-consumption processes. Over the past decades, many fast fashion companies, such as H&M, Zara, and Uniqlo, have implemented different sustainable programs to mitigate the negative impacts to the environment. Nowadays, the industry is moving one step further by addressing zero landfill through 3Rs principle (i.e., reducing, reusing and recycling), and pursuit of the circular supply chains. This book aims to reveal the exploratory, qualitative empirical and quantitative analytical studies on how to achieve the goal of being environmentally sustainable in the fast fashion era.

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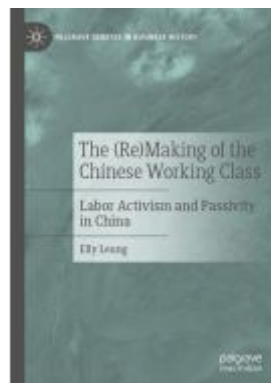
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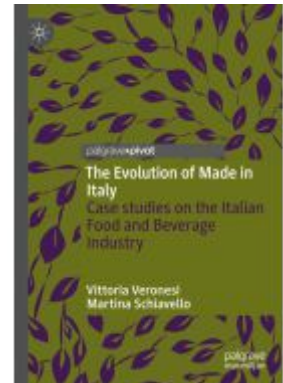
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