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Helen Goworek is senior lecturer in fashion buying, merchandising and product development at Nottingham Trent University. Her experience in industry includes having worked in both buying and design for several major UK fashion retailers. From the Back Cover

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Helen worked in industry in buying and design management in the clothing industry for several years. She is the author of books on the fashion business, retailing and sustainability. Research Interests. Environmental and Energy Economics; Marketing and International Business; Publications.

Authored book. Henninger, C, Alevizou, P, Goworek, H & Ryding, D (2017).

Dr Goworek - Durham University

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