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World Textile Industry (Routledge Competitive Advantage in World Industry)

John Singleton

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World Textile Industry (Routledge Competitive Advantage in World Industry) John Singleton
This book analyzes the competitive forces which dominate this major sector, and traces how the nature of competition has evolved during the last two hundred years. Through an analysis of key factors, including demand, related and supporting industries, firm strategy, structure and national rivalry, chance and government policy, the author explains how and why the locus of competitive advantage in textiles and apparel has moved from country to country, particularly in the period since 1945.

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