

Merchandising is the process of planning, developing and presenting product lines for identified target market. The concentration in Merchandising from the Family and Consumer Sciences Department of Jacksonville State University offers the educational background needed for positions as buyers, and consultants for retail stores and related business. Most of print sources (such as books, periodicals) related to merchandising are located on 4th or 10th floor in Houston Cole Library. Electronic sources (such as databases) can be accessed via computer station on each floor.

Books

Books are important sources of basic information on a topic, providing necessary definitions, background information, and statistics. Books provide a foundation for research which can be supplemented by more current information from periodical articles. Books may also contain useful bibliographies which may lead to additional sources of research.

When looking for books, consult the Library of Congress Subject Headings to select the proper term(s) to use as subjects under “Find Books (Library Catalog)”. The following table shows nutrition and Food Science in the Library of Congress System:

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|-------------|--|-------------|---------------------------------|
| GT500-2370 | Fashion/Costume, Clothing and Dressing | HD9850-9869 | Textile Industry |
| HD 9940 | Fashion Merchandising/Retail Stores | HF5429 | Stores, Retail |
| NK8800-8999 | Textile Design | TP892 | Color in the Textile Industries |
| TS | Manufactures | TT500-645 | Fashion Designers |
| TT700-715 | Sewing | | |

A detailed list of reference books related to Merchandising can be accessed at http://www.jsu.edu/depart/library/personal%20web%20pages/HW_WEB/home.html

Periodicals

Current print issues of periodicals to which the Library subscribes can be found at the Current Periodical Section on 4th & 10th floor. Older print issues of magazines and journals, usually bound into complete years or volume numbers, are located on 4th & 10th floor Bound Periodical Section. You can also use Library subscribed electronic databases (<http://www.jsu.edu/depart/library/graphic/articles.htm>) to identify articles on particular topics in magazines, journals, and newspapers. The following are commonly used databases for merchandising: Business and Company Resource Center, Business Index ASAP, Business Source Premier, Business Wire News, CQ Researcher, Elsevier ScienceDirect, Emerald Fulltext, MasterFILE Premier, Patent and Trademarks, ProQuest, Standard & Poor's NetAdvantage, Regional Business News, Vocational & Career Collection, and Wiley InterScience Business, Finance & Management Journal. A detailed e-journal list is available upon request (contact at: hwang@jsucc.jsu.edu).

Other Sources

Angel of Fashion (<http://www.fashionangel.com/linkpages>): Links to alternative fashion sites, e-zines, designers, modeling.

Apparel News (<http://www.apparelnews.net>): Online magazine features apparel trade and fashion news and events. The archive begins with 1998.

Brick-and-Mortar Retailing & Internet Retailing

(<http://www.knowthis.com/retailing/genretailing.htm>): Lists many of the major retailing web sites and resources.

The Costume Gallery (<http://www.costumegallery.com>): Provides over 500 links to costume designers, products and service, costume history and research, textile definitions and data, online costume classes, and etc.

The Consumer Law Page (<http://consumerlawpage.com>): provides practical legal first aid on: accident and insurance claims, defective products (SUVs, cars, trucks, aircraft) , birth defects caused by toxic chemicals, cancer caused by toxic chemicals, financial and corporate fraud, preserving evidence, time limits and more, what to do before you hire a lawyer, how to hire the "right" lawyer.

Fashion Planet (<http://www.fashionplanet.com>): Online magazine includes daily updated news items relating to the fashion industry.

Fashion Windows (<http://www.fashionwindows.com>): The Internet's Database on visual Merchandising, Store Windows, Fashion Designers, and Mannequins.

Federal Citizen Information Center (<http://www.pueblo.gsa.gov>): provides the answers to questions about the Federal Government and everyday consumer issues whether citizens write, call or log on.

FiberSource (<http://www.fibersource.com>): Resource for information on fibers of man-made synthetic and celluloses polymers. Extensive links to industrial, organizational, governmental and educational sites.

FirstVIEW (<http://www.firstview.com>): Provides access to tens of thousands of photos and videos of the world's top designers' collections from Milan, Paris, New York and London.

Furninfo.com (<http://www.furninfo.com>): Provides archive articles from *Furniture World* and links to furnishings manufacturers and suppliers for retailers.

Marketing Essentials

(http://www.glencoe.com/ps/busadmin/marketing/student/study/retail_tal.shtml):

Contains links to e-journals and association related to merchandising.

National Retail Federation (<http://www.nrf.com/home.asp>): The world's largest retail trade association with its mission as to conduct programs and services in research, education, training, information technology, and government affairs.

OTEXA (<http://otexa.ita.doc.gov>): The Office of Textiles and Apparel of U.S. Department of Commerce provides data on international trade for the textile and apparel industry.

Retail Trade, Economic Census (<http://www.census.gov/epcd/www/97EC44.HTM>): Publishes data reports for the retail trade sector for the U.S., states, countries, places, and metropolitan areas.

Store Magazine Online (<http://www.stores.org>): Provides the stores retail buying guide and "Top Ten List".

Textile.org (<http://www.texttiles.org/>): Lists upcoming events, books, web sites, and people involved in textiles.