INTRODUCTION
FCS 435 Fashion Fundamentals and Merchandising provides an instruction on the application of principles of merchandise management and retail buying to the merchandising of textiles and apparel and accessories.

PRINT SOURCES
Books are important sources of basic information on a topic, providing necessary definitions, background information, and historical information. 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, use proper term(s) or subject term(s) under the Library Catalog: http://jaxcat.jsu.edu/vwebv/searchSubject
Featured subject term(s) for this course could be but not limited to:

- Brand loyalty
- Retail trade
- Purchasing agents
- Consumers' preferences
- Department stores
- Selling
- Inventories
- Customer loyalty
- Consumer satisfaction
- Clothing and dress
- Stores, Retail
- Pricing
- Inventory control
- Commercial products
- House furnishings
- Shopping centers
- Consumers
- Sales forecasting
- Retail trade--United States
- Electronic commerce

JSU students can also use ALLIES (Alabama Libraries Exchange Services, http://jaxcat.jsu.edu/vwebv/selectDatabase?returnUrl=SearchBasicServlet) to borrow circulating books from the University of Alabama, Auburn University, Auburn University at Montgomery, either on-site with the student ID or by requesting the items through the library catalog.

ELECTRONIC RESOURCES
The Library also provides numerous electronic resources such as electronic books and databases for remote access. The following related databases can be accessed at: http://libguides.jsu.edu/fcs

<table>
<thead>
<tr>
<th>Database Title</th>
<th>Description</th>
<th>Full Text?</th>
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<tbody>
<tr>
<td>Business Insights: Global</td>
<td>Detailed company and industry profiles</td>
<td>Yes</td>
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<tr>
<td>EBSCOhost (includes Business Source Premier, Business Abstracts with Full Text databases)</td>
<td>A collection of databases covering various subjects.</td>
<td>Yes</td>
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<tr>
<td>Gale Databases (Includes Business Collection)</td>
<td>A collection of databases covering various subjects.</td>
<td>Yes</td>
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<tr>
<td>ProQuest Databases (includes ABI/INFORM collection, Business Market Research Collection databases)</td>
<td>A collection of databases covering various subjects.</td>
<td>Yes</td>
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“Discovery” search (http://www.jsu.edu/library/index.html) allows you to search across library multiple databases at the same time. Title (including article title), author, subject could all be searched under “keyword” search option. “How to find books and journal articles in the Library: A step-by-step guide” can also be accessed here.