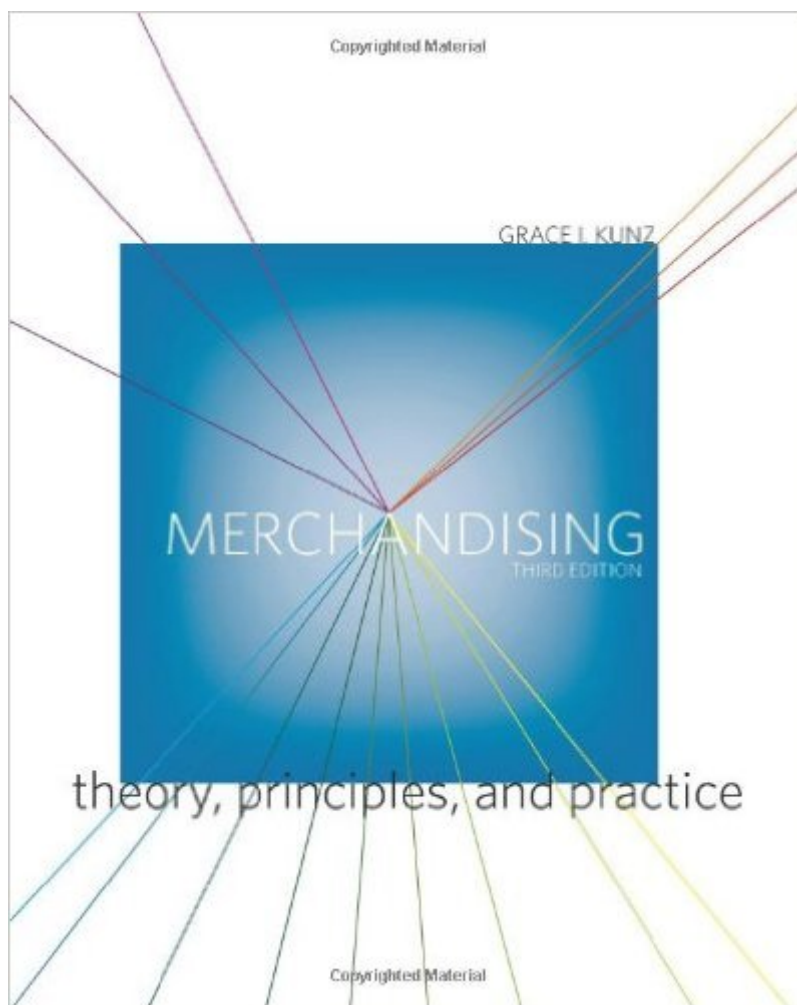


The book was found

Merchandising: Theory, Principles, And Practice



Synopsis

Merchandising: Theory, Principles, and Practice, 3rd Edition, focuses on the process of merchandising and the principles applied to the planning, development, and presentation of product lines in both the manufacturing and retailing sectors. Each chapter includes case studies that illustrate how merchandising principles and theories are applied by actual businesses, and the chapter learning activities promote an interactive learning environment with multiple course objectives. Students will learn how to make sequential and integrated decisions to develop a complete merchandise plan and analyze the effectiveness of that plan. Instructors, contact your Sales Representative for access to Instructor's Materials.

Book Information

Paperback: 518 pages

Publisher: Fairchild Books; 3 edition (August 12, 2009)

Language: English

ISBN-10: 1563678268

ISBN-13: 978-1563678264

Product Dimensions: 7.3 x 1.3 x 9.2 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 3.8 out of 5 stars Â See all reviews Â (6 customer reviews)

Best Sellers Rank: #431,064 in Books (See Top 100 in Books) #105 in Â Books > Business & Money > Processes & Infrastructure > Purchasing & Buying #148 in Â Books > Business & Money > Industries > Fashion & Textile #345 in Â Books > Business & Money > Industries > Retailing

Customer Reviews

I have read dozens of textbooks, guides, brochures, etc. on merchandising, and I found "Merchandising: Theory, Principles, and Practice" to be by far the most detailed. Where other books have stopped at a high level, this books dives deeper into details and provides the best overview of the merchandising function that I have found thus far.

The book was a poor condition

Fantastic has helped in my work. Every thing is clearer!What more can i say? God bless u Grace.
Love alwalys

[Download to continue reading...](#)

Merchandising: Theory, Principles, and Practice Principles And Practice of Mechanical Ventilation, Third Edition (Tobin, Principles and Practice of Mechanical Ventilation) Principles and Practice of Gynecologic Oncology (Principles and Practice of Gynecologic Oncology (Hoskins)) ASTNA Patient Transport: Principles and Practice, 4e (Air & Surface Patient Transport: Principles and Practice) DeVita, Hellman, and Rosenberg's Cancer: Principles & Practice of Oncology (Cancer: Principles & Practice (DeVita)(2 Volume Set) CAD for Fashion Design and Merchandising Silent Selling: Best Practices and Effective Strategies in Visual Merchandising Understanding Aesthetics for the Merchandising and Design Professional Apparel Product Design and Merchandising Strategies Retail Product Management: Buying and merchandising Visual Merchandising and Display Window Display: New Visual Merchandising Basics Fashion Management 01: Fashion Merchandising Visual Merchandising & Display (5th Edition) Promotion in the Merchandising Environment Fashion Marketing & Merchandising Merchandising Mathematics for Retailing (5th Edition) (Fashion) Fashion Marketing: Theory, Principles & Practice The Practice of Emotionally Focused Couple Therapy: Creating Connection (Basic Principles Into Practice Series) Starting a Medical Practice: The Physician's Handbook for Successful Practice Start-Up (Practice Success! Series)

[Dmca](#)