

The book was found

# Promotion In The Merchandising Environment



## Synopsis

With the rise of digital media, promotion remains a key element at each step of the merchandising process to communicate a clear message about a product, brand, or retailer to the end user. Promotion strategies that were once limited to traditional media-print ads, radio or TV commercials-must now integrate digital media and more innovative means of communication through social media to stay relevant. The third edition of *Promotion in the Merchandising Environment* explains the process of promotion and the promotion mix tools used for creating successful campaigns. With expanded coverage of digital media, updated examples and images of retail advertisements and promotional activities in each streamlined chapter, students will gain a full understanding of how to create a successful promotion campaign for retail products.

**New to This Edition**~Updated chapter-opening vignettes relate the content of each chapter to the industry~Now in full color with 60% new photographs, advertisements, charts and graphs~New Chapter 3 • *The Creative Process in Promotion* • explains how the elements and principles of design are used in promotional activities and illuminates the creative relationship between retailers and advertising agencies~New Chapter 8 • *New Media* • covers interactive retailing, e-commerce, and social media, such as Facebook, Twitter, Instagram, and Pinterest~New end-of-chapter checklists for easy review of content and a new term-long advertising brand campaign assignment~Emphasizes the concept of integrated marketing communications (IMC), the effects of consumers' changing attitudes and how changes in technologies and distribution channels are driving communication and fashion promotion today~Coverage has been streamlined to 14 concise chapters

**Instructor Resources**~Instructor's Guide with Test Bank provides suggestions for planning the course and using the text in the classroom, supplemental assignments, lecture notes, and sample test questions~PowerPoint presentations include images from the book and provide a framework for lecture and discussion

## Book Information

Paperback: 464 pages

Publisher: Fairchild Books; 3 edition (September 24, 2015)

Language: English

ISBN-10: 1628921579

ISBN-13: 978-1628921571

Product Dimensions: 8.5 x 1 x 11 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 starsÂ Â See all reviewsÂ (1 customer review)

Best Sellers Rank: #253,104 in Books (See Top 100 in Books) #91 inÂ Books > Business & Money  
> Industries > Fashion & Textile #202 inÂ Books > Business & Money > Industries > Retailing  
#314 inÂ Books > Textbooks > Business & Finance > Marketing

## Customer Reviews

Good

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

Promotion in the Merchandising Environment Health Promotion Throughout the Life Span, 7e  
(Health Promotion Throughout the Lifespan (Edelman)) Health Promotion and Disease Prevention  
in Clinical Practice (Health Promotion & Disease Prevention in Clin Practice) The Everything Kids'  
Environment Book: Learn how you can help the environment-by getting involved at school, at home,  
or at play Wiley CPAexcel Exam Review 2015 Study Guide (January): Business Environment and  
Concepts (Wiley Cpa Exam Review Business Environment & Concepts) Wiley CPAexcel Exam  
Review Spring 2014 Study Guide: Business Environment and Concepts (Wiley Cpa Exam Review  
Business Environment & Concepts) Wiley CPAexcel Exam Review 2016 Study Guide January:  
Business Environment and Concepts (Wiley Cpa Exam Review Business Environment & Concepts)  
Window Display: New Visual Merchandising Basics Fashion Management 01: Fashion  
Merchandising CAD for Fashion Design and Merchandising Silent Selling: Best Practices and  
Effective Strategies in Visual Merchandising Visual Merchandising & Display (5th Edition)  
Understanding Aesthetics for the Merchandising and Design Professional Merchandising: Theory,  
Principles, and Practice Apparel Product Design and Merchandising Strategies Retail Product  
Management: Buying and merchandising Visual Merchandising and Display Fashion Marketing &  
Merchandising Merchandising Mathematics for Retailing (5th Edition) (Fashion) Promo 2: The  
Ultimate in Graphic Designer's and Illustrator's Self-Promotion

[Dmca](#)