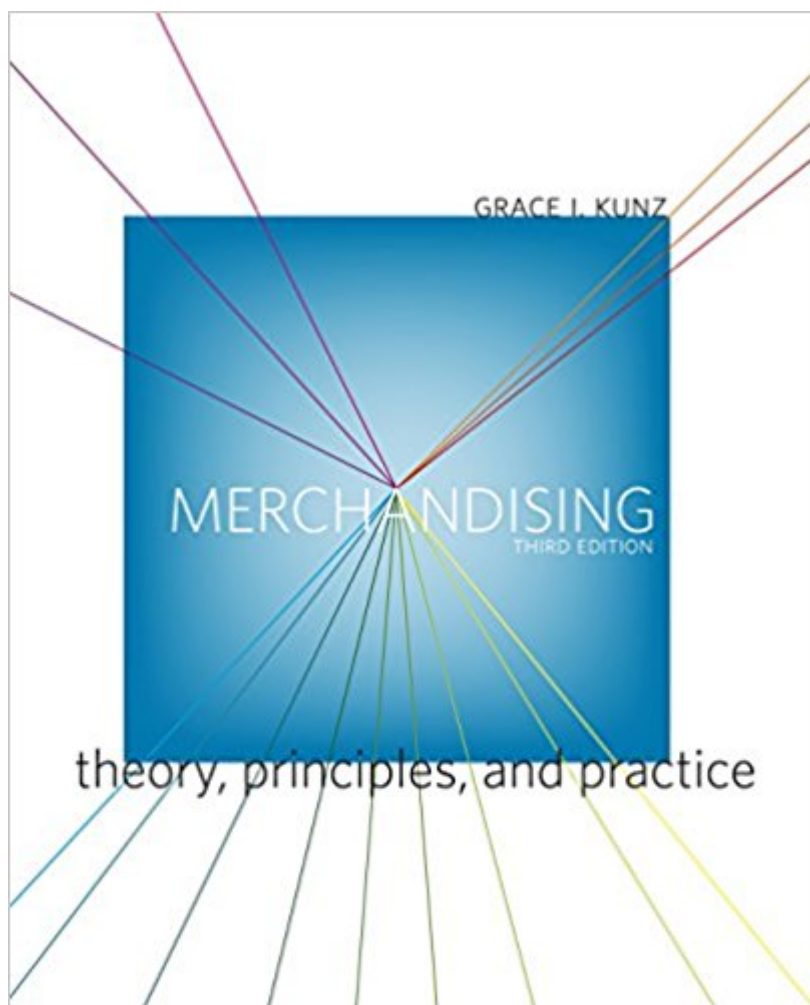


The book was found

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

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Customer Reviews

Grace I. Kunz is Associate Professor Emerita at Iowa State University.

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 book dives deeper into details and provides the best overview of the merchandising function that I have found thus far.

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Love always

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