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Visual Merchandising And Display



Synopsis

As long as there are shoppers, there will be a need for visual merchandising. Zeroing in on all aspects of the craft—from classic techniques to the most avant-garde developments, Visual Merchandising and Display, 6th Edition, teaches readers to present products at their best: color-coordinated, accessorized, and self-explanatory. Hundreds of examples from around the world demonstrate how retailers can reach their target markets by adding interest to window and interior displays. This new edition of the best-selling text also includes sections on sustainability, offering tips for "green" presentation. This book serves as a "how to" for creating a visual look and feel for a brand and optimizing images.

Book Information

Paperback: 432 pages

Publisher: Fairchild Books; 6 edition (June 22, 2011)

Language: English

ISBN-10: 1609010841

ISBN-13: 978-1609010843

Product Dimensions: 8.5 x 1 x 10.9 inches

Shipping Weight: 3.4 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 starsÂ See all reviewsÂ (18 customer reviews)

Best Sellers Rank: #274,507 in Books (See Top 100 in Books) #82 inÂ Books > Business & Money > Industries > Fashion & Textile #519 inÂ Books > Business & Money > Marketing & Sales > Advertising #660 inÂ Books > Arts & Photography > Graphic Design > Commercial > Fashion Design

Customer Reviews

Like all other Fairchild Publications, this is a must for visual merchandising. I work at a well known dep't store in NYC and the info. in here became very handy. It's informational, inspiring and the author M. Pegler knows his stuff

Great introductory resource to visual merchandising and its concepts. Contains many useful chapters and images to help you understand the techniques used. In some chapters, I did hope there were more images to assist with what concepts were being discuss. Overall, a good source that covers what visual merchandising is all about.

I wanted to learn more about visual merchandising, Finding this book was a God-send! Having some interior design knowledge helped a lot. Explanation was perfect, better than other interior design text books that were issued by the college. You'll instantly understand whether you've taken some interior design classes or not. GREAT TEXT BOOK!

This is an amazing book which I constantly use as a reference. Store owners bible on how to exhibit products, so they sell.

There is no better book on design at this price

Practical and very useful.

I really like this book and thank you..

As described and fast shipping.

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