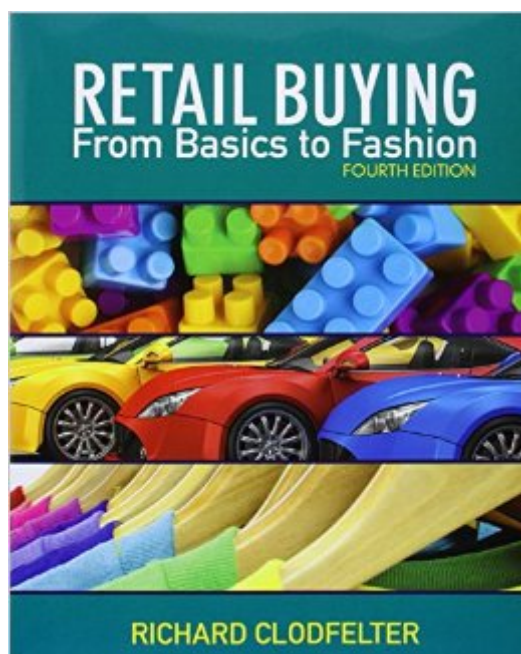


The book was found

Retail Buying: From Basics To Fashion, 4th Edition



Synopsis

This comprehensive book provides students with the skills and savvy needed to become a successful buyer in any area of retail. Its simple and straightforward approach presents step-by-step instructions for typical buying tasks, such as identifying and understanding potential customers, creating a six-month merchandising plan, and developing sales forecasts. This new edition contains up-to-date coverage of important retailing trends and technological advances, including social responsibility, sustainability, fast fashion, and the use of new media and social networking. Ample activities -- drawn from real-world merchandising and incorporating current trends -- give students the opportunity to apply critical skills as they would in a professional environment.

Book Information

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Customer Reviews

This was a great and informative book about retail buying. I purchased it for a continuing education course in Retail Buying. I found the textbook to be organized very well and definitely gained a lot of knowledge on how retail buying works. I would recommend.

I wanted a book that would help me with my small business and reunderstand the basics and how it's done. This book did what I needed, I love it and will reread to brush up!

I've been a buyer for 7 years and having this book around, even to this day, helps to learn and relearn certain aspects of the business.

A wonderful book, I do not think that I have ever invested in a better Fashion Buying book. The CD that accompanies the book is so useful and easy to follow. I would highly recommend investing in it, as it is really the best Fashion Buying book I have every read so far. Worth every penny. Retail Buying: From Basics to Fashion, 4th Edition

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