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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.

Merchandising: Theory, Principles, and Practice: Amazon.co ...

About Merchandising: Theory, Principles, and Practice, 2nd Edition. This book 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. It also relates the role of merchandising to other business fundamentals.

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MERCHANDISING: THEORY, PRINCIPLES, AND PRACTICE

From the Back Cover. Fashion Merchandising: Principles and Practice provides a detailed overview of the role of the fashion merchandiser and outlines the activities and responsibilities of the merchandiser as part of the fashion value chain. This overview is situated within the broader context of the fashion industry, highlighting the relevance of the merchandiser role and comparing it to the role of the fashion buyer.

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