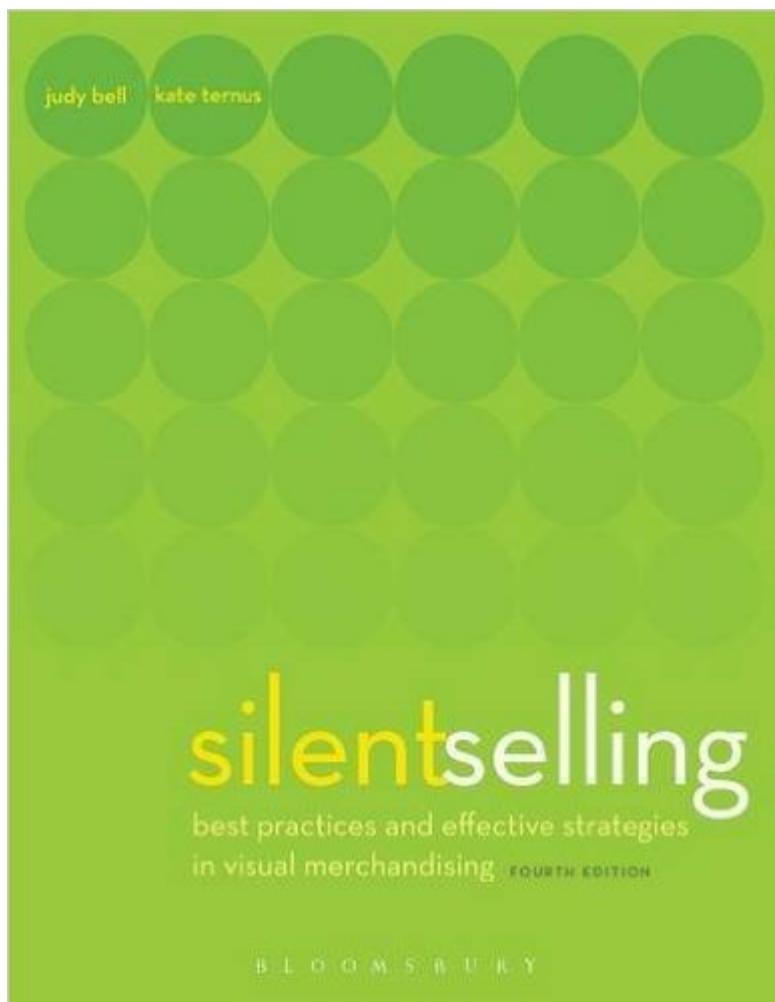


The book was found

Silent Selling: Best Practices And Effective Strategies In Visual Merchandising



Synopsis

Capturing the direction and evolution of today's retail industry, *Silent Selling: Best Practices and Effective Strategies in Visual Merchandising*, 4th Edition, is a multi-disciplinary blend of practical activities and creative problem-solving that takes readers beyond the basics of visual merchandising. Readers gain an understanding of experts' recent discoveries and learn valuable techniques while being encouraged to think outside the box using Bell's "Look-Compare-Innovate" model. With these informational tools, students can learn to create and deliver professional presentations that will facilitate their move from the classroom to the workplace.

Book Information

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Average Customer Review: 4.8 out of 5 starsÂ See all reviewsÂ (5 customer reviews)

Best Sellers Rank: #96,579 in Books (See Top 100 in Books) #26 inÂ Books > Textbooks > Business & Finance > Sales #35 inÂ Books > Business & Money > Industries > Fashion & Textile #74 inÂ Books > Business & Money > Industries > Retailing

Customer Reviews

Easy, informative, refreshing. For everyone, a must in our industry. Judy is making this business enjoyable and forward thinking. All retail organizations should have a copy.

Great book for people who would like to learn more about retail store layout and display. After reading a few pages, I realized just how little I knew about merchandising. I will be learning much more than I ever thought. Our store front windows already have changed and our customers love them!

As described and fast shipping.

Excellent read. Excellent condition. Just a few highlighted areas, but no biggie!

Pretty good.

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