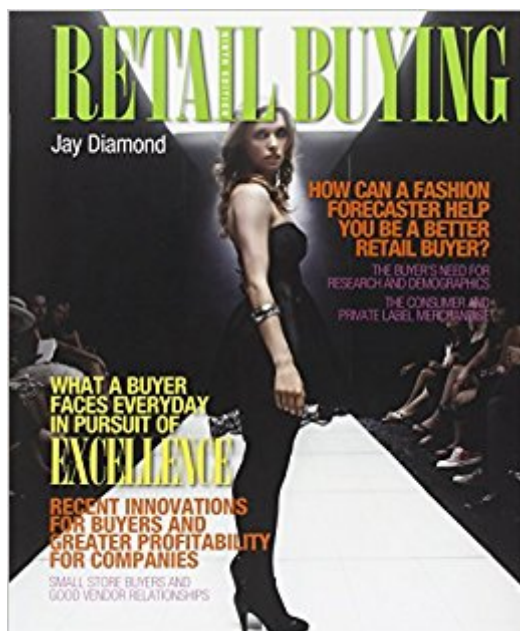


The book was found

Retail Buying (9th Edition) (Fashion Series)



Synopsis

Retail Buying, Ninth Edition, is known for its clear depiction of retail buying, reflecting what buyers face every day in their pursuit of excellence. Focusing on the changes in today's market, the book addresses topics such as diverse ethnicities and the nuances of purchasing abroad. Contemporary market considerations are highlighted throughout, including chapters on buying for discount operations, using the Internet for product procurement, and methods of analyzing customer demand. With a host of end-of-chapter materials and visual aids, this book will effectively prepare you for your role as a professional retail buyer.

Book Information

Series: Fashion Series

Paperback: 384 pages

Publisher: Pearson; 9 edition (January 14, 2012)

Language: English

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Product Dimensions: 8.9 x 0.6 x 10.8 inches

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Average Customer Review: 4.4 out of 5 stars 3 customer reviews

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