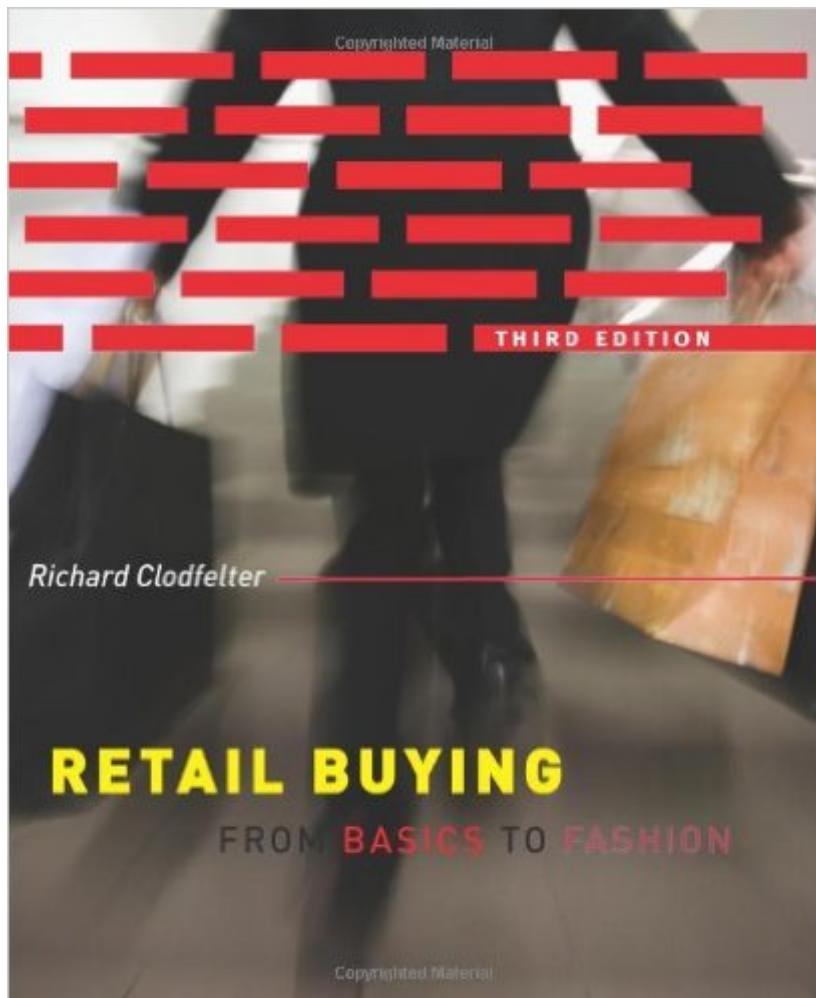


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# Retail Buying: From Basics To Fashion (3rd Edition)



## Synopsis

With an emphasis on developing a strategy for buying, this comprehensive book gives students the skills they'll need to become successful buyers in all retail areas. Its simple and straightforward approach presents students with step-by-step instructions for typical buying tasks, such as identifying and understanding potential customers, creating a sixmonth merchandising plan, and developing sales forecasts. Ample activities give students the opportunity to apply these skills as they would in a professional environment. This new edition offers expanded coverage of the use of technology for retail buying and working with foreign markets. The companion text, *Making Buying Decisions: Using The Computer as a Tool* furthers the connection between retail buying strategies and merchandise math.

## Book Information

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## Customer Reviews

The book is great. I think it is a little textbook-like but it meets my needs. I would probably recommend this book to others. The book came to me right away.

The book was as describe and exactly what I needed for class. The book was in very good condition as described.

good book

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