

Silent Selling Best Practices And Effective Strategies In Visual Merchandising

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Abstract Capturing the direction and evolution of today's retail industry, Silent Selling: Best Practices and Effective Strategies in Visual Merchandising, 5th Edition, is a blend of practical and creative problem-solving activities to carry students well beyond the basics of visual merchandising.

Silent Selling - Bloomsbury Fashion Central
Capturing the direction and evolution of today's retail industry, Silent Selling: Best Practices and Effective Strategies in Visual Merchandising , 5th Edition, is a blend of practical activities and creative problem-solving activities to carry students well beyond the basics of visual merchandising. New features on digital tools introduce some of the most widely used resources in the retail ...

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Silent Selling: Best Practices and Effective Strategies in ...
Silent Selling: Best Practices and Effective Strategies in Visual Merchandising: Bell, Judith, Ternus, Kate: Amazon.sg: Books

This all-inclusive approach to best practices in visual merchandising includes a new "Creative Challenge" chapter feature offering experiential tools to deepen students' understanding of the material, plus full-page color photographs of the latest retail concept stores.

This new edition of the best-selling textbook, which captures the direction in which today's retail industry is moving, will lead students beyond the basics of visual merchandising. Experts' recent discoveries and valuable new techniques provide essential tools to create and deliver professional-quality presentations that will facilitate their move from the classroom to the workplace. Readers are encouraged to think out of the box while using Bell's Look-Compare-Innovate model, which is at the core of reinventions taking place in retail organisations worldwide.

- Preparation for Visual Creativity - Creative Thinking: Getting "Out of the Box" - What is Visual Merchandising? - Core Design Strategies - Practices and Strategies for the Selling Floor - Layout and Fixtures for Fashion Apparel - Fashion Apparel Wall Setups - Fashion Apparel and Accessory Coordination - Home Fashion Presentation - Communicating Retail Atmospherics - Signing - Discussion of trends such as the stretch-the-brand movement and the increased emergence of lifestyle centers - New and updated photos and illustrations - New full-color photographs showing examples of concepts explained in the text, from special events to creating harmonious color arrangements - Instructor's Guide includes suggestions for using text features in class, sample answers for case study discussion questions, additional chapter activities, and a test bank with 20-35 multiple-choice questions per chapter

The creative and science-driven design of the point of sale has become a crucial success factor for both retailers and service businesses. In the newly revised and expanded edition of this book, you will learn some of the shopper marketing secrets from the authors about how you can design your store to increase sales and delight shoppers at the same time. By the time you are through reading, you will have learned how shoppers navigate the store, how they search for products, and how you can make them find the products you want them to see. You will also be able to appeal to shopper emotions through the use of colors, scents, and music, as well as make shopping memorable and fun by creating unique experiences for your shoppers. The focus is on the practical applicability of the concepts discussed, and this accessible book is firmly grounded in consumer and psychological research. At the end of each chapter, you will find several takeaway points. The book concludes with the " Store Design Cookbook," full of ready-to-serve recipes for your own store design and visual merchandising process.

An introductory text that balances retail theory, application and math concepts within the context of buying. New companion website includes basic math tutorials and more assignments using computerized spreadsheets.

"Every so often something really useful comes along - and, for retail managers, this book is it! By distilling just about everything relating to successful management practice in the retail industry into practical and immediately accessible 'how-to's', this book provides answers to all your management problems and questions in straightforward language with the minimum of fuss." - back cover.

Discusses the reckless annihilation of fish and birds by the use of pesticides and warns of the possible genetic effects on humans.

- Many new and updated photographs and illustrations - Photo comparisons analyzing the stretch-the-brand movement, different home fashion store designs, and various signing styles - Summaries of books on personal branding and working with right and left brain personalities that will engage students in a discussion of strategies invaluable in building relationships - Instructor's Guide includes suggested course outlines, supplementary activities, and suggested exam questions for each chapter

Included is a truly extensive number of merchandise displays—on the selling floor and in the store window—as well as communications and signage, lighting, color stories, and digital technology. Organized by topic, each chapter is introduced by the editor and illustrated with multiple photos from numerous retailers—more than 500 photos in total.

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