

Mathematics for Retail Buying



[Mathematics for Retail Buying_ 下载链接1](#)

著者:Bette Tepper

出版者:Fairchild Books

出版时间:2013-7-19

装帧:Paperback

isbn:9781609015244

This best-selling textbook meets the needs of students who will be directly or indirectly involved in the activities of merchandising and buying at the retail level. Mathematics for Retail Buying explains the essential concepts, practices, procedures, calculations, and interpretations of figures that relate to producing profitable retail buying and selling operations. Now in its seventh edition, the text has been reorganized and expanded to provide real world examples that reflect current industry practices and trends. A companion CD-ROM, now containing all practice problems from the text, allows hands-on practice computing retail buying functions and setting up formulas in spreadsheet format.

作者介绍:

Bette K. Tepper is a founding faculty member of the Fashion Management Department at the Fashion Institute of Technology (FIT), USA, where she taught for more than 30 years, and served as Assistant Chairperson of Marketing Fashion and Related Industries Department.

目录:

[Mathematics for Retail Buying_下载链接1](#)

标签

零售

买手

评论

[Mathematics for Retail Buying_下载链接1](#)

书评

[Mathematics for Retail Buying_下载链接1](#)