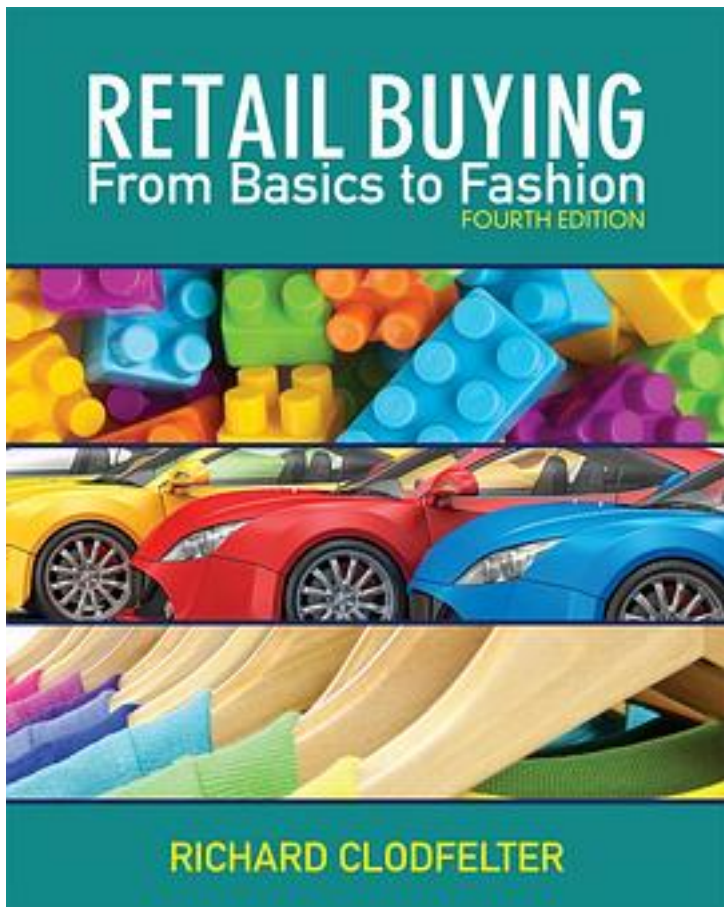


Retail Buying



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For courses in Retail Buying, Retail Merchandising and Fashion Merchandising. Known for its clear depiction of retail buying, this edition reflects what buyers face everyday in their pursuit of excellence. Focusing on the changes in today's market, the book includes two new chapters: one addressing diverse ethnicities and the other exploring

the nuances of purchasing abroad. Contemporary market considerations are highlighted throughout, including chapters on buying for discount operations, using the Internet as a means of product procurement, and methods of analyzing customer demand. With a host of end-of-chapter materials, visual aids, and a Companion DVD, this book continues its tradition of preparing readers for their role as professional retail buyers. Pearson Education is proud to bring world-renowned Dorling Kindersley (DK) products to your classroom. Instantly recognized by their fascinating, full-color photographs and illustrations on every page, DK titles will add meaning to expository text and make learning accessible and, fun. Other DK hallmarks include cross-section views, 3D models, and text to visual call-outs to help readers comprehend and enjoy the wealth of information each book provides. With Pearson, you can see DK in a whole new way! For a complete listing of titles, please visit: <http://us.dk.com/pearson>

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