

Merchandising Math for Retailing



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著者:Cynthia R. Easterling

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For courses in Merchandising Problems, Retailing Mathematics, and Merchandising Mathematics. With a focus on understanding profit factors, this text provides a basic knowledge of the principles and techniques of real-world merchandising mathematics.

Building on the authors' extensive retail experience, the book explains how to apply these fundamentals to realistic, everyday retail merchandising problems. Its workbook format encourages interactive learning and space is provided so practice problems can be worked right in the text. It includes a basic math refresher, realistic problems, worked-out examples and clear explanations. Case studies have been added to this edition and cumulative summary exercises can be used to evaluate student progress. Companion materials and supplements for instructors and students are available online. 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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管理

评论

非常实用。但是也很繁琐。

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书评

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