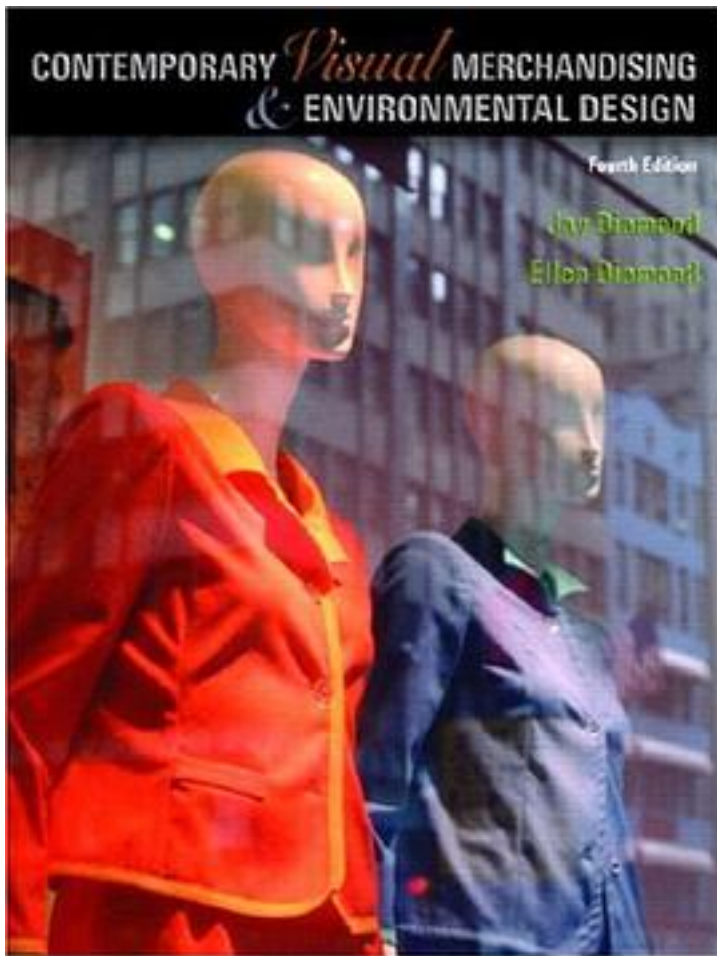


Contemporary Visual Merchandising and Environmental Design (4th Edition)



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For courses in Visual Merchandising or Display. Contemporary Visual Merchandising and Environmental Design, 4th Edition examines every aspect of visual merchandising--from point-of-purchase display to signage--and has become the trusted resource for students and professionals. Rich with photographs and illustrations, the text discusses the fundamentals of good design, how to take a project from concept to completion, and unique strategies for transforming mundane stores into shops full of charm, distinction and visual excitement. This edition features two new chapters, the latest trends in visual merchandising, examples from retailers of every size and a DVD in every student copy. 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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