Store Presentation & Design No.2



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著者:Retail Design and Visual Presentation

出版者:St Martins Pr

出版时间:2007-2

装帧:HRD

isbn:9781584711094

在线阅读本书

Turn selling space into sales! * Creative, cutting-edge visual merchandising

* More than 250 color photographs show how to make the store sell Here are the finest examples of in-store visual merchandising--displays that show how creative design, architecture, lighting, fixture choice, and merchandise presentation can turn selling space into sales. Store Presentation and Design No.2 illustrates exactly how store design, visual merchandising, and display have become closely interrelated, and it keeps designers abreast of the latest trends in materials, fixtures, lighting, interior design, store layout, props, and signage. The store itself is the most effective salesperson--learn to use merchandising to showcase merchandise, project the stores image, entice the customer to buy, and create a customers most lasting impression.

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