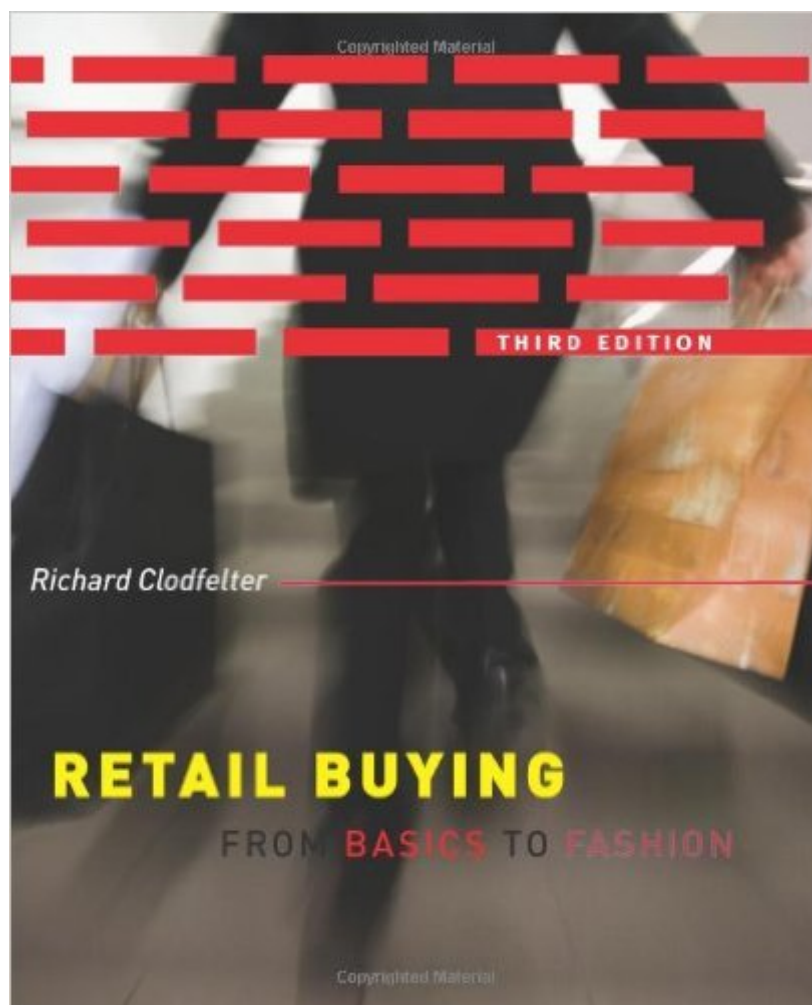


The book was found

Retail Buying: From Basics To Fashion (3rd Edition)



Synopsis

With an emphasis on developing a strategy for buying, this comprehensive book gives students the skills they'll need to become successful buyers in all retail areas. Its simple and straightforward approach presents students with step-by-step instructions for typical buying tasks, such as identifying and understanding potential customers, creating a six-month merchandising plan, and developing sales forecasts. Ample activities give students the opportunity to apply these skills as they would in a professional environment. This new edition offers expanded coverage of the use of technology for retail buying and working with foreign markets. The companion text, *Making Buying Decisions: Using The Computer as a Tool* furthers the connection between retail buying strategies and merchandise math.

Book Information

Paperback: 544 pages

Publisher: Fairchild Books; 3rd edition (January 1, 2008)

Language: English

ISBN-10: 1563677032

ISBN-13: 978-1563677038

Product Dimensions: 7.3 x 1.1 x 9.1 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars ÂÂ See all reviews Â (6 customer reviews)

Best Sellers Rank: #737,782 in Books (See Top 100 in Books) #204 in Â Books > Business & Money > Processes & Infrastructure > Purchasing & Buying #245 in Â Books > Business & Money > Industries > Fashion & Textile #555 in Â Books > Business & Money > Industries > Retailing

Customer Reviews

The book is great. I think it is a little textbook-like but it meets my needs. I would probably recommend this book to others. The book came to me right away.

The book was as describe and exactly what I needed for class. The book was in very good condition as described.

good book

[Download to continue reading...](#)

Retail Buying: From Basics to Fashion (3rd Edition) Retail Buying: From Basics to Fashion, 4th Edition Retail Buying: From Basics to Fashion Retail Buying (9th Edition) (Fashion Series) Logistics and Retail Management: Emerging Issues and New Challenges in the Retail Supply Chain Fashion Logistics: Insights Into the Fashion Retail Supply Chain Back to the 80s: 1980s Fads and Fashion Coloring Book: Adult Coloring Books Fashion, 80s Coloring Book, 1980s Coloring Book, Fashion Coloring Book ... Fashion Coloring Book for Adults) (Volume 1) Mathematics for Retail Buying Mathematics for Retail Buying: Bundle Book + Studio Access Card Retail Product Management: Buying and merchandising Fashion Buying: From Trend Forecasting to Shop Floor (Basics) Nolo's Essential Guide to Buying Your First Home (Nolo's Essential Guidel to Buying Your First House) Real Estate: 25 Best Strategies for Real Estate Investing, Home Buying and Flipping Houses (Real Estate, Real Estate Investing, home buying, flipping houses, ... income, investing, entrepreneurship) Fashion Entrepreneurship: Retail Business Planning Basics Fashion Management 01: Fashion Merchandising Merchandise Buying and Management (3rd Edition) Home Buying For Dummies, 3rd edition The Back to Basics Handbook: A Guide to Buying and Working Land, Raising Livestock, Enjoying Your Harvest, Household Skills and Crafts, and More (The Handbook Series) Retail Management: A Strategic Approach (12th Edition) The Fashion Designer Survival Guide, Revised and Expanded Edition: Start and Run Your Own Fashion Business

[Dmca](#)