Silent Selling: Best Practices and Effective Strategies in Visual Merchandising (Paperback)

By Judy Bell, Kate Ternus

Bloomsbury Publishing PLC, United States, 2017. Paperback. Condition: New. 5th ed. Language: English. Brand new Book. Capturing the direction and evolution of today's retail industry, Silent Selling: Best Practices and Effective Strategies in Visual Merchandising, 5th Edition, is a blend of practical and creative problem-solving activities to carry students well beyond the basics of visual merchandising. Readers gain an understanding of experts' recent discoveries and learn valuable techniques while being encouraged to think outside the box using Bell's "Look-Compare-Innovate" model. New to This Edition- 30% new full color photographs showcase the best examples of award-winning global visual merchandising- Design Gallery features discuss the design principles used in store displays, including Bergdorf Goodman (NYC), Tory Burch (LA), Dolce & Gabbana (Hong Kong) and Printemps (Paris)- New sections on digital tools including Mockshop and CAD programs (Chapter 5), Kantar Retail Virtual Reality (Chapter 10), and WindowsWear PRO (Chapter 12)- Updated information on LED lighting, decorative lighting and current trends in lighting (Chapter 9)Key Features- Creative Capstone Project inspires readers to apply concepts from each chapter to ahypothetical store design- Retail Realities sidebars point out practical concerns that affect visual merchandiserseveryday - Shoptalk statements by visual merchandising experts provide observations about an aspect...

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Reviews

This ebook is really gripping and fascinating. it had been writtern extremely perfectly and useful. Once you begin to read the book, it is extremely difficult to leave it before concluding.
-- Leopold Hills

Totally among the finest publication I actually have at any time study. I am quite late in start reading this one, but better then never. I found out this publication from my dad and i suggested this pdf to discover.
-- Karolann Deckow IV