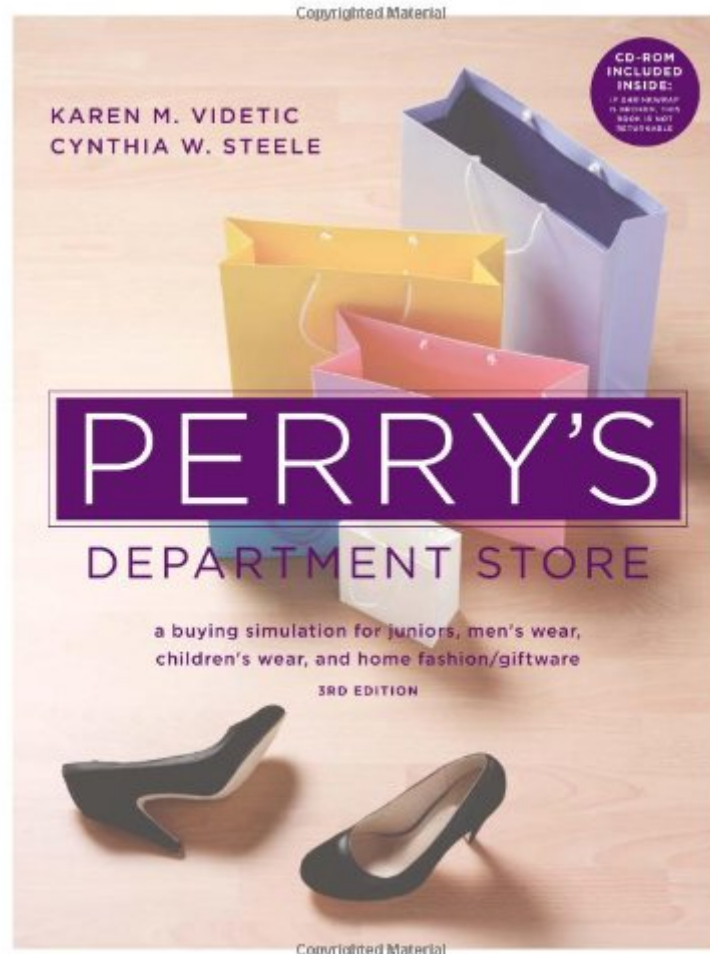


Perry's Department Store: A Buying Simulation for Junior's, Men's Wear, Children's Wear, and Home Fashion/Giftware PDF



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Perry's Department Store: A Buying Simulation for Junior's, Men's Wear, Children's Wear, and Home Fashion/Giftware by Karen Videtic, Cynthia W. Steele ISBN 1563677334

This classic text continues to use the fictitious Perry's Department Store to bridge the gap between the principles of retail buying and mathematical formulas and concepts. Drawing on their experience, Videtic and Steele provide the tools for students to understand buyer's responsibilities by walking them through the various steps a new buyer would take to complete a six-month dollar plan and a merchandise assortment plan. The professional perspective is emphasized even more

in the third edition with the inclusion of two new chapters on shopping critically, cultural constraints, and ethical responsibilities of the buyer.

Perry's Department Store: A Buying Simulation for Junior's, Men's Wear, Children's Wear, and Home Fashion/Giftware Review

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