



Merchandising Math: A Managerial Approach

By Kincade, Doris H.; Gibson, Fay Y.; Woodard, Ginger A.

Prentice Hall, 2003. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: I. INTRODUCTION AND BASICS. 1. Introduction to Merchandising. 2. Retail Pricing. 3. Profit and Loss Statements. 4. Expanded Profit and Loss Statements. II. PLANNING. 5. Strategic Planning. 6. Planning Sales. 7. Planning Stock. 8. Six-Month Plans. III. BUYING. 9. Fashion Forecasting. 10. Assortment Planning. 11. Unit Control. 12. Buying. 13. Vendor Relations. IV. SELLING. 14. Inventory. 15. Price Adjustments. 16. Marketing Communications.



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