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Merchandising: Theory, Principles, And Practice

Grace I. Kunz

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Merchandising: Theory, Principles, And Practice

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Merchandising: Theory, Principles, And Practice Grace I. Kunz
This book focuses on the process of merchandising and the principles applied to the planning, development and presentation of product lines in both the manufacturing and retailing sectors. It also relates the role of merchandising to other business fundamentals. Vignettes describe alternative merchandising strategies. Applications to other consumer goods are also discussed.

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