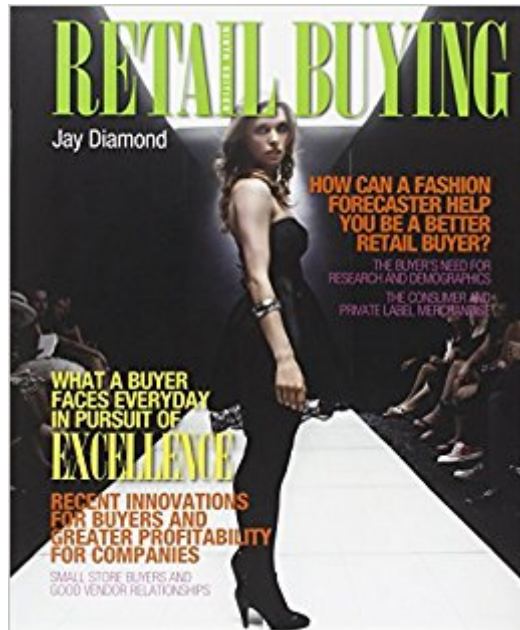




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Retail Buying (9th Edition) (Fashion Series)



Synopsis

Retail Buying, Ninth Edition, is known for its clear depiction of retail buying, reflecting what buyers face every day in their pursuit of excellence. Focusing on the changes in today's market, the book addresses topics such as diverse ethnicities and the nuances of purchasing abroad. Contemporary market considerations are highlighted throughout, including chapters on buying for discount operations, using the Internet for product procurement, and methods of analyzing customer demand. With a host of end-of-chapter materials and visual aids, this book will effectively prepare you for your role as a professional retail buyer.

Book Information

Series: Fashion Series

Paperback: 384 pages

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Average Customer Review: 4.4 out of 5 stars 3 customer reviews

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I am enjoying the material from this book.

It's not the best written textbook I've come across. For having paid over \$50 for the book, I was expecting far better quality. The cover is in color while the inside pages are thin newsprint in black and white. If you need it for a class, you have to have it.

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