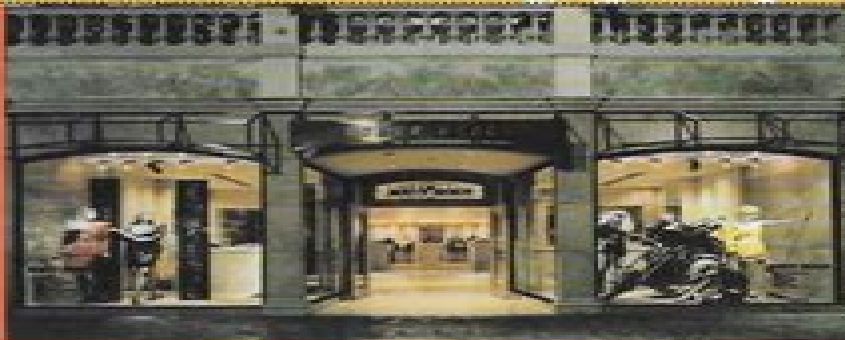


Visual Merchandising & Display

Third Edition



Martin M. Pegler

Visual Merchandising And Display By Martin Pegler

James J. Farrell



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salesperson it's the store's design and displays that showcase the merchandise project the store's image entice the customer to buy and create a customer's most lasting impression

Visual Merchandising Louisa Iarocci, 2017-07-05 Situated at the crossroads of visual culture and consumerism this essay collection examines visual merchandising as both a business and an art It seeks to challenge that scholarly ambivalence that often celebrates the spectacle but denies the agenda of consumerism The volume considers strategies in the imaging of selling from the mid nineteenth century to the present in terms of the visual interaction that occurs between the commodity and the consumer and between body and space Under the categories of Promotion Product and Place contributors to the volume examine the strategies in the presentation of retail goods and environments that range from print advertising to product design to store display and architecture **Visual Merchandising The Image of Selling** is located directly at the nexus of business practice and cultural myth where the spectator never loses sight of their status as buyer and the object of desire is always still a commodity

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Fashion Merchandising Mr. Rohit Manglik, 2024-04-15 EduGorilla Publication is a trusted name in the education sector committed to empowering learners with high quality study materials and resources Specializing in competitive exams and academic support EduGorilla provides comprehensive and well structured content tailored to meet the needs of students across various streams and levels

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