

Marketing And Merchandising For Musicians 1st Ed

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demonstrating how retailers can tap into shoppers needs for variety without increasing complexity and stress this innovative book combines cutting edge research with hands on practical frameworks experts in the retail sector have long been convinced that small assortments are more appealing to shoppers than large selections of products in other words less is more however the human brain has an innate need for variety addressing this challenge constant berkhout offers practical merchandising guidelines both for stores and online retailers indeed studies show that it is not the actual size of assortment that drives traffic to online stores but the perception of assortment variety the author illustrates how decisions around assortment and visual merchandising must be made in conjunction with each other rather than separately and provides a step by step plan to do so grounded on shopper needs emotions and behaviours that apply to both online and brick and mortar stores this book integrates assortment and merchandise thinking and takes a human and shopper perspective with practical frameworks that can easily be implemented in real life situations along with examples from a number of retail sectors assortment and merchandising strategy provides a deeper and much needed understanding of how shoppers process information and the strategies that retailers must adopt in order to satisfy and retain their customers

introducing students to the product management process this revised and updated second edition gives an insight into the operations and practices used by retailers to achieve their product strategy objectives blending theoretical approaches from a number of management perspectives including marketing purchasing and logistics this text illustrates the breadth of knowledge needed for this complex managerial task including photos figures tables and conceptual diagrams this book also examines the practical elements of product management it incorporates significant new chapters and integrates discussions on the relationship between the product and its selling environment and the overall retail brand building on the foundations of the highly successful first edition this book uses a broad range of up to date case studies and practical examples from a variety of retail sectors to give a clear and concise introduction to retail product management

we take you on a journey from concept to runway to rack we pull back the veil and reveal the complexities and demands of a fashion organization from the view of a buyer or merchandiser this includes exploration of a buyer's challenging role and the rich analytical role of a merchandiser

the retail sales floor has become a battlefield each brand is fighting for the same customer and wants to ensure their merchandise is on the sales floor sized folded hung and presented properly field visual merchandising strategy is a comprehensive guide to developing and executing a national field merchandising strategy covering key areas such as developing a strategy how to go about selecting the right merchandising service organization team training merchandising standards planograms and launching the strategy ideal for retail marketers visual merchandisers merchandising managers and brand managers field visual merchandising strategy uses examples and case studies from a range of shops from fashion emporia to small outlets to provide real world insight on how strategic visual merchandising works

if you're taking your first steps into the fast paced world of retail then merchandiser store designer retailer and educator dimitri koumbis is the ideal guide in an introduction to fashion retailing he'll walk you through everything from the history of retail design to the intricacies of consumer behavior fast fashion and corporate social responsibility you'll also learn professional techniques through detailed case studies of international retailers including lvmh estée lauder and asos this revised edition includes expanded coverage of omnichannel retail approaches retail kpis as well as an outline of future retail trends in brick and mortar e commerce and technology there's also a whole new chapter introducing visual merchandising expanding on the importance of the store's overall design and visual representation of products

an essential resource for both students of retail and merchandising and entrepreneurs interested in starting a business this guide offers practical information on the merchandising industry topics include store location layout and design merchandise planning control and pricing and supply chain management it also offers practical advice on factors critical to the success of any retail enterprise mainly the effective use of color and lighting in visual merchandising written by established authors in the field this book emphasizes the importance of accurate market research and includes case studies of actual businesses and self assessment questions to reinforce learning

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