

# Visual Merchandising Display Martin Pegler

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Communications Hardware and Metal Billboard Martin M. Pegler Martin M. Pegler Louisa  
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a brand new edition of the bestselling text aimed at anyone in merchandising from store planners and manufacturers to visual merchandisers pegler zeroes in on all aspects of visual merchandising and display from classic techniques to the most avant garde developments hundreds of textual and visual examples reveal how to add interest to window and interior displays optimizing the retailer s image and the target market

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

includes annually 1961 home goods data book

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this bestselling text is for anyone in merchandising from store planners and manufacturers to visual merchandisers pegler zeroes in on all aspects of visual merchandising and display from classic techniques to the most avant garde developments using hundreds of textual and visual examples the author reveals how to add interest to window and interior

displays optimising the retailer's image and the target market

as long as there are shoppers there will be a need for visual merchandising zeroing in on all aspects of the craft from classic techniques to the most avant garde developments visual merchandising and display 6th edition teaches readers to present products at their best color coordinated accessorized and self explanatory hundreds of examples from around the world demonstrate how retailers can reach their target markets by adding interest to window and interior displays this new edition of the best selling text also includes sections on sustainability offering tips for green presentation this book serves as a how to for creating a visual look and feel for a brand and optimizing images

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