

Librería
Bonilla y Asociados
desde 1950



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Autor:

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This book focuses on the process of merchandising. Principles are applied to the planning, development and presentation of product lines in both manufacturing and retailing sectors. This also relates the role of merchandising to other business fundamentals. Vignettes describe alternative merchandising strategies. Applications to other consumer goods are also discussed. New to this edition/CD ROM features: Learning activities at the end of each chapter to be used in conjunction with Sourcing Simulator (student version), a software system that evaluates sourcing, pricing, assortment and replenishment strategies for seasonal and basic products at retail. Analysis of e-commerce, mass merchandising, mass customised merchandising, and Quick Response (QR) merchandising. Updated tables, pricing calculations and additional mathematical explanations.