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MERCHANDISING: THEORY, PRINCIPLES, AND PRACTICE

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Principles are applied to the planning, development, and presentation of product lines in both the manufacturing and retailing sectors. This also relates the role of merchandising to other business fundamentals, including the impact of Quick Response on merchandising.

Merchandising Theory Principles And Practice

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Merchandising: Theory, Principles, and Practice, 3rd Edition, focuses on the process of merchandising and the principles applied to the planning, development, and presentation of product lines in both the manufacturing and retailing sectors. Each chapter includes case studies that illustrate how merchandising principles and theories are applied by actual businesses, and the chapter learning activities promote an interactive learning environment with multiple course objectives.

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viii **MARKETING THEORY** Sally Dibb is Professor of Marketing and joint Head of the Marketing and Strategy Research Unit at the Open University Business School, Milton Keynes, UK. She was awarded her PhD (Marketing) from the University of Warwick, where she was previously Associate Dean. Sally's research interests are in market -

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Marketing Theory

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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.

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