

[Library ebook] Fashion Retailing (Delmar Series in Health Services Administration)

Fashion Retailing (Delmar Series in Health Services Administration)

Ellen Diamond

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Ellen Diamond : Fashion Retailing (Delmar Series in Health Services Administration) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Fashion Retailing (Delmar Series in Health Services Administration):

2 of 2 people found the following review helpful. great book By EmilyTucker I am using this book for my Intro to Retailing class and it has a lot of info in it. Could use to be updated slightly.

Features: -covers "must know" aspects of fashion retailing: the role of research, choosing the store's location and layout, recruiting and training employees, accounting, buying and pricing, and advertising and promotion -provides a solid understanding of financial statements, methods for determining inventory, expense controls, and computerized accounting and inventory control systems -"small store applications" section in every chapter relates content to small establishments -"fashion retailing spotlights" focus on creative techniques that such companies as Nordstrom have used to succeed in fashion retailing -the appendix reviews typical, on-the-job math skills required in fashion retailing and includes a survey of careers in the fashion field ALSO AVAILABLE Fashion Retail Video Series, ISBN:0-8273-5758-3 INSTRUCTOR SUPPLEMENTS CALL CUSTOMER SUPPORT TO ORDER Instructor's Guide, 0-8273-5622-6

About the Author Ellen Diamond is currently an Adjunct Instructor of Marketing, Retailing, and Fashion at Nassau

Community College in Garden City, New York. She has extensive experience in visual merchandising with an emphasis on layout design and execution. She is also the author of *Fashion Retailing* (Delmar, 1993)