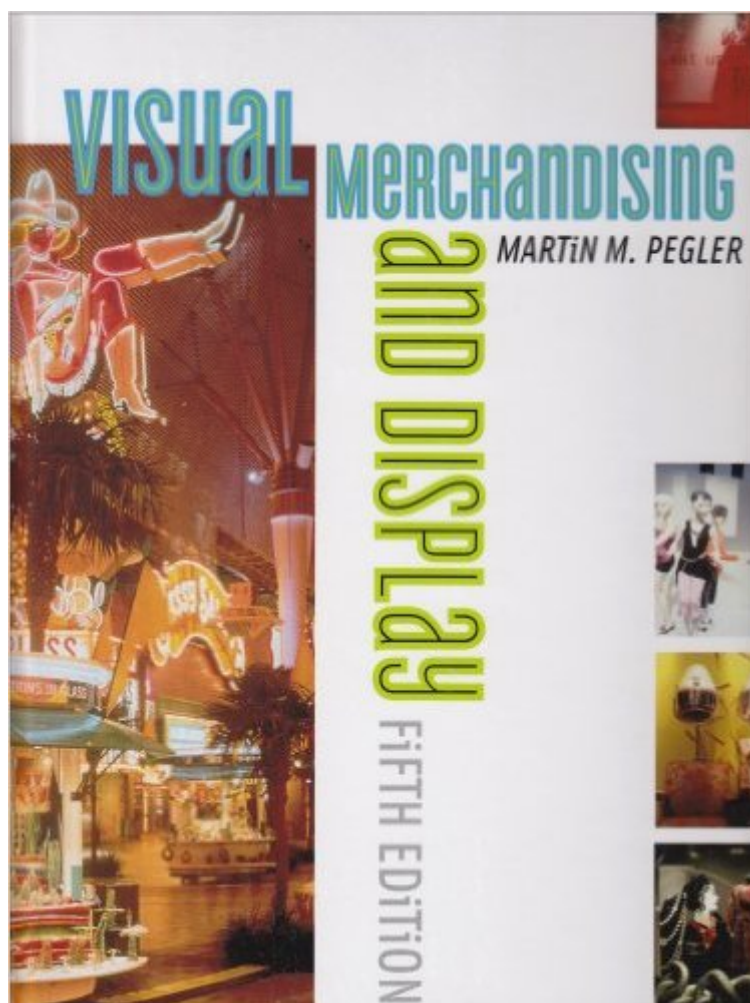


The book was found

Visual Merchandising & Display (5th Edition)



Synopsis

This new edition of the best-selling 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, optimizing the retailer's image and the target market.

Book Information

Hardcover: 400 pages

Publisher: Fairchild Pubns; 5th edition (July 30, 2006)

Language: English

ISBN-10: 1563674459

ISBN-13: 978-1563674457

Product Dimensions: 8.6 x 1.2 x 11.2 inches

Shipping Weight: 3.6 pounds

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (17 customer reviews)

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Customer Reviews

Like all other Fairchild Publications, this is a must for visual merchandising. I work at a well known dep't store in NYC and the info. in here became very handy. It's informational, inspiring and the author M. Pegler knows his stuff

Great introductory resource to visual merchandising and its concepts. Contains many useful chapters and images to help you understand the techniques used. In some chapters, I did hope there were more images to assist with what concepts were being discussed. Overall, a good source that covers what visual merchandising is all about.

I wanted to learn more about visual merchandising, Finding this book was a God-send! Having some interior design knowledge helped a lot. Explanation was perfect, better than other interior design text books that were issued by the college. You'll instantly understand whether you've taken some interior design classes or not. GREAT TEXT BOOK!

This is an amazing book which I constantly use as a reference. Store owners bible on how to exhibit products, so they sell.

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