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We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant. This book is intended to be a source of inspiration for those trying to develop a retail promotion for their business. In it you will find a succinct creative idea source of sales programs and promotional ideas for retail business people. It takes the storm out of the brainstorming session and can provide the lightning flashes of creative inspiration that will lead to development of ideas to meet the demands of your retail market situation. 'The Visual merchandising Handbook' is the definitive manual for anyone interested in gaining, observing, or defending against Visual merchandising control. In the book Clinton Beasley distilled years of the history of Visual merchandising success into essentials by drawing from the experiences of professionals. 'The Visual merchandising Handbook' is ideal whether your aim is conquest, self-defense, or simply to understand the rules of the Visual merchandising game. PLUS, INCLUDED with your purchase, are real-life document resources; this kit is available for instant download, giving you the tools to navigate and deliver on any Visual merchandising goal. "The wide range of topics covered as well as detailed insight make Retail Store Planning & Design Manual a welcome teacher—or reminder—for anyone concerned with the industry." —Visual Merchandising and Store Design on the First Edition Now one of the nation's most respected and sought-after retail store design specialists tells you what he knows about the art and science of retail planning, design, and remodeling. An indispensable tool of the trade that no practicing designer will want to be without, it supplies you with: More than 370 professional diagrams and illustrations of store layouts and design elements 120 forms to help you more efficiently manage all phases of planning, budgeting, scheduling, and construction Innovative lighting design techniques and color schemes that

promote sales Practical guidelines on every aspect of managing a successful retail store design firm Special chapters on budgeting, cost control, and planning for maximum ROI In-depth coverage of the state-of-the-art CAD technology for store planning and design And much more Retail store design is one of today's most challenging and rewarding interior design specialties. Creating a total store environment that is beautiful, practical, and profitable and that reflects the client's vision of the store and its position in the marketplace requires an assortment of talents. The successful store planner must combine imagination, business sense, and an understanding of buyer psychology with a thorough knowledge of materials and current design and construction trends. This comprehensive, nuts-and-bolts guide to virtually every aspect of store planning and design was written by one of North America's most accomplished retail store designers and design educators. Michael J. Lopez shares with you the fruits of his 30 years of experience in planning, designing, and remodeling retail establishments—both large and small. Here are just a few of the outstanding features that make *Retail Store Planning & Design Manual, Second Edition* an indispensable working resource for practicing designers and an excellent learning tool for design students: More than 370 professional diagrams and illustrations of store layouts and design elements, including merchandising presentation systems and techniques, free-standing fixtures, hardware and accessories, display racks, column treatments, fitting rooms, decor sections, and much more 120 standard and original forms that you can use to help you more efficiently manage all phases of planning, budgeting, scheduling, and construction New chapters offering in-depth coverage of retail store lighting, budgeting, planning for maximum ROI, and the role of computer-aided design in store planning A gold mine of expert tips and guidelines on managing a successful retail design firm—from

bidding and contract negotiations, the client/planner relationship, and marketing your services, to budgeting and cost control, project scheduling, bookkeeping, insurance, and more 18 appendixes on special store design topics, written by leading store designers and planners and store planning professors *Retail Store Planning & Design Manual, Second Edition* is sure to become the most frequently consulted resource in your working library. The retail sales floor has become a battlefield: each brand is fighting for the same customer and wants to ensure their merchandise is on the sales floor, sized, folded, hung and presented properly. *Field Visual Merchandising Strategy* is a comprehensive guide to developing and executing a national field merchandising strategy, covering key areas such as developing a strategy, how to go about selecting the right merchandising service organization, team training, merchandising standards, planograms, and launching the strategy. Ideal for retail marketers, visual merchandisers, merchandising managers and brand managers, *Field Visual Merchandising Strategy* uses examples and case studies from a range of shops, from fashion emporia to small outlets, to provide real-world insight on how strategic visual merchandising works. Many of the earliest books, particularly those dating back to the 1900s and before, are now extremely scarce and increasingly expensive. We are republishing many of these classic works in affordable, high quality, modern editions, using the original text and artwork. This manual is geared towards entry-level students in visual merchandising and was developed at Purdue University to support the CSR 323 course. It is intended to complement and support course lectures and field trips to local businesses to help foster crucial connections among important academic and applied concepts.

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