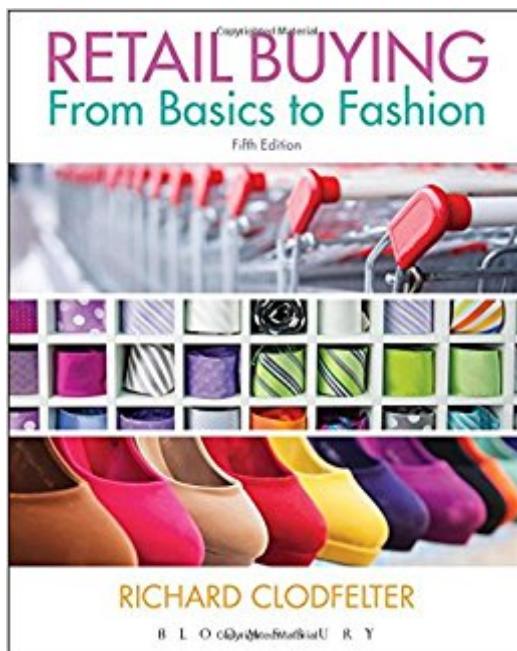


The book was found

Retail Buying: From Basics To Fashion



Synopsis

PLEASE NOTE: Purchasing or renting this ISBN does not include access to the STUDIO resources that accompany this text. To receive free access to the STUDIO content with new copies of this book, please refer to the book + STUDIO access card bundle ISBN 9781501395260. STUDIO Instant Access can also be purchased or rented separately on BloomsburyFashionCentral.com. - See more at: <http://bloomsbury.com/us/retail-buying-9781628929638#sthash.Nm1ZRL0s.dpuf>

PLEASE NOTE: Purchasing or renting this ISBN does not include access to the STUDIO resources that accompany this text. To receive free access to the STUDIO content with new copies of this book, please refer to the book + STUDIO access card bundle ISBN 9781501395260. STUDIO Instant Access can also be purchased or rented separately on BloomsburyFashionCentral.com. - See more at: <http://bloomsbury.com/us/retail-buying-9781628929638#sthash.Nm1ZRL0s.dpuf>

PLEASE NOTE: Purchasing or renting this ISBN does not include access to the STUDIO resources that accompany this text. To receive free access to the STUDIO content with new copies of this book, please refer to the book + STUDIO access card bundle ISBN 9781501395260. STUDIO Instant Access can also be purchased or rented separately on BloomsburyFashionCentral.com. - See more at: <http://bloomsbury.com/us/retail-buying-9781628929638#sthash.Nm1ZRL0s.dpuf>

PLEASE NOTE: Purchasing or renting this ISBN does not include access to the STUDIO resources that accompany this text. To receive free access to the STUDIO content with new copies of this book, please refer to the book + STUDIO access card bundle ISBN 9781501395260. STUDIO Instant Access can also be purchased or rented separately on BloomsburyFashionCentral.com. - See more at: <http://bloomsbury.com/us/retail-buying-9781628929638#sthash.Nm1ZRL0s.dpuf> This comprehensive book provides students with the skills and savvy needed to become successful buyers in any area of retail. With a simple and straightforward approach, Clodfelter presents step-by-step instructions for typical buying tasks, such as identifying and understanding potential customers, creating a six-month merchandising plan, and developing sales forecasts. With coverage of math concepts integrated throughout the text, this new edition contains up-to-date coverage of important retailing trends, including more coverage of international buying and sourcing, integration of product development concepts throughout, and more math practice problems in chapters. Updated Snapshot and Trendwatch features present current info and new case studies from the fashion industry. Ample activities-drawn from real-world merchandising and incorporating current trends-give students the opportunity to apply critical skills as they would in a professional environment. New to This Edition: - STUDIO: Retail Buying Studio features online self-quizzes, flashcards, math practice problems and Excel spreadsheet activities that align with chapter "Spreadsheet Skills" activities- Additional math practice problems in end of chapter activities- More than 20% new photographs throughout the book- 30% new Snapshot and Trendwatch features and updated content in all cases- Expanded coverage of buying in foreign markets - Integrated content on product development throughout

Book Information

Paperback: 576 pages

Publisher: Fairchild Books; 5 edition (March 5, 2015)

Language: English

ISBN-10: 1628929634

ISBN-13: 978-1628929638

Product Dimensions: 7.4 x 33 x 235.7 inches

Shipping Weight: 2.7 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 8 customer reviews

Best Sellers Rank: #31,785 in Books (See Top 100 in Books) #4 in Books > Business & Money > Processes & Infrastructure > Purchasing & Buying #12 in Books > Business & Money > Industries > Fashion & Textile #27 in Books > Business & Money > Industries > Retailing

Customer Reviews

Ã¢ "Very user friendly, easy to navigate through, examples are clear and uncomplicated, examples /case studies are interesting. Well written and understandable at all levels. Overall, I feel it is probably one of the best text books I have ever used.Ã¢ • Ã¢ "Carol Lazich, George Brown College, CanadaÃ¢ "Covers retail math throughout the text instead of in its own section. Snapshot and trend watch are better than many articles I supplement from WWD. They are great, fresh applicable for classroom discussion. The overall text is a great, one-stop-solution to teach both buying concepts and actual retail math execution.Ã¢ • Ã¢ "John Conte, Wade College, USAÃ¢ "The text has good information relating to a buyer's role in retailing. . . A good text for a Basic Buying course.Ã¢ • Ã¢ "Marla Green, LIM College, USAÃ¢ "A good comprehensive text to show the traditional role of the buyer within the US market. With an easy to follow and logical sequence, it shows the breadth of tasks in the buying and merchandising function well.Ã¢ • Ã¢ "Helen Beney, University of Westminster, UKÃ¢ "Very user friendly, easy to navigate through, examples are clear and uncomplicated, examples /case studies are interesting. Well written and understandable at all levels. Overall, I feel it is probably one of the best text books I have ever used.Ã¢ • Ã¢ "Carol Lazich, George Brown College, CanadaÃ¢ "Covers retail math throughout the text instead of in its own section. Snapshot and trend watch are better than many articles I supplement from WWD. They are great, fresh applicable for classroom discussion. The overall text is a great, one-stop-solution to teach both buying concepts and actual retail math execution.Ã¢ • Ã¢ "John Conte, Wade College, USAÃ¢ "The text has good information relating to a buyer's role in retailing. . . A good text for a Basic Buying course.Ã¢ •

Ã¢ ª ª Marla Green, LIM College, USAÃ¢ ª ª A good comprehensive text to show the traditional role of the buyer within the US market. With an easy to follow and logical sequence, it shows the breadth of tasks in the buying and merchandising function well.Ã¢ ª ª Helen Beney, University of Westminster, UK

Richard Clodfelter is a Distinguished Professor Emeritus in the College of Hospitality, Retail, and Sport Management at the University of South Carolina, US, where he taught retail buying, internet retailing, and entrepreneurship.

Practical but I have read much better than this one.

I like it very much and helpful for my lecture

The book is great. I think it is a little textbook-like but it meets my needs. I would probably recommend this book to others. The book came to me right away.

good one

The book was as describe and exactly what I needed for class. The book was in very good condition as described.

Purchased this book "used", but were very surprised to see that it was actually brand new, without the shrink wrap, and the only sign of it being used was, in fact, a "used" stamp placed on the top of the book. That's it. Didn't look like it was actually ever opened. Saved \$60. Very happy.

good book

As far as I know it was fine it was for my daughter who is attending school in San Fran. I buy all of her books on because of the price. I get excellent deals on new books. They are much more expensive if they are bought on campus.

[Download to continue reading...](#)

Retail Buying: From Basics to Fashion Retail Buying: From Basics to Fashion, 4th Edition Retail Buying (9th Edition) (Fashion Series) The Shopping Addiction Remedy: Free Yourself From Retail

Therapy Forever By Stopping Your Addiction to Shopping Today (shopping, credit card debt, shopping ... retail therapy, ebay shopping, spending) In Fashion: From Runway to Retail, Everything You Need to Know to Break Into the Fashion Industry Back to the 80s: 1980s Fads and Fashion Coloring Book: Adult Coloring Books Fashion, 80s Coloring Book, 1980s Coloring Book, Fashion Coloring Book ... Fashion Coloring Book for Adults) (Volume 1) Mathematics for Retail Buying The Art of Retail Buying: An Introduction to Best Practices from the Industry Mathematics for Retail Buying: Studio Access Card Fashion Entrepreneurship: Retail Business Planning Fashion Coloring Books for Adults Vol.1: 2017 Fun Fashion and Fresh Styles! (Fashion Coloring Books for Adults) (Volume 1) Research and Design for Fashion (Basics Fashion Design) Fashion Retailing: From Managing to Merchandising (Basics Fashion Management) Nolo's Essential Guide to Buying Your First Home (Nolo's Essential Guide to Buying Your First House) Real Estate: 25 Best Strategies for Real Estate Investing, Home Buying and Flipping Houses (Real Estate, Real Estate Investing, home buying, flipping houses, ... income, investing, entrepreneurship) Jewelry & Gems: The Buying Guide, 8th Edition: How to Buy Diamonds, Pearls, Colored Gemstones, Gold & Jewelry with Confidence and Knowledge (Jewelry and Gems the Buying Guide) Buying & Selling Antiques and Collectibles on eBay (Buying & Selling on Ebay) Andrea Robinson's 2011 Wine Buying Guide for Everyone (Andrea Robinson's Wine Buying Guide for Everyone) Andrea Robinson's 2010 Wine Buying Guide for Everyone (Andrea Robinson's Wine Buying Guide for Everyone) Manicaland (Mozambique) Rough Diamond Buying (Buying Rough Diamonds. Book 3)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)