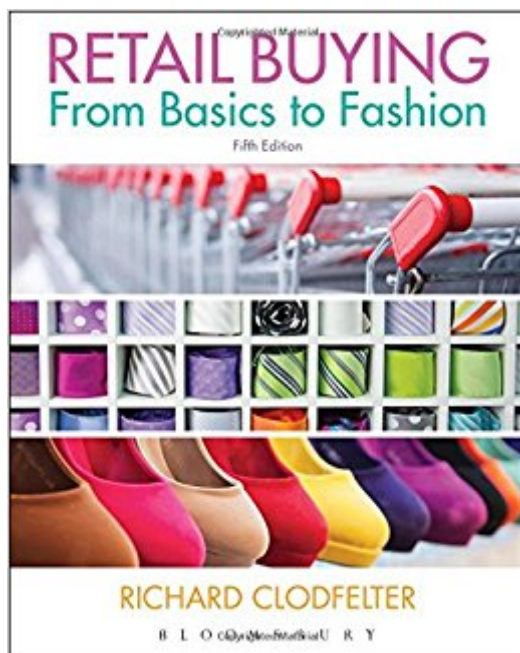


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Retail Buying: From Basics To Fashion



Synopsis

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“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.”
— Carol Lazich, George Brown College, Canada

“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.”
— John Conte, Wade College, USA

“The text has good information relating to a buyer’s role in retailing. . . A good text for a Basic Buying course.”
— Marla Green, LIM College, USA

“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.”
— Helen Beney, University of Westminster, UK

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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

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good one

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