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Contemporary Visual Merchandising And Environmental Design (4th Edition)



Synopsis

Examines every aspect of visual merchandising "from point-of-purchase display to signage" and has become the trusted resource for professionals. Rich with photographs and illustrations, the book discusses the fundamentals of good design, how to take a project from concept to completion, and unique strategies for transforming mundane stores into shops full of charm, distinction and visual excitement. This edition features two new chapters, the latest trends in visual merchandising, examples from retailers of every size and a DVD in every copy. Introduces a practical approach to designing display windows that is authored by an industry professional; Amy Meadows, Manager of Visual Marketing, Marshall Fields. Examines the role of advertising, special events and publicity in the success of various retail operations. A new DVD explores the field of visual merchandising and provides readers with illustrations of the industry. Gives readers a comprehensive look at all areas of visual merchandising, including: point-of purchase display; graphics in the retail environment; signage; and more! Visual merchandising professionals.

Book Information

Paperback: 384 pages

Publisher: Prentice Hall; 4 edition (November 27, 2006)

Language: English

ISBN-10: 0131730037

ISBN-13: 978-0131730038

Product Dimensions: 8.1 x 0.6 x 10.8 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

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Best Sellers Rank: #679,220 in Books (See Top 100 in Books) #135 in Books > Business & Money > Marketing & Sales > Marketing > Product Management #189 in Books > Textbooks > Humanities > Design #924 in Books > Textbooks > Business & Finance > Marketing

Customer Reviews

The latest edition of this widely used textbook features a wealth of new and improved content. Every aspect of the field is covered, ranging from basic theories of visual merchandising and facilities design to the most recent innovations being utilized by professionals working in the field. Features of the revision include: Three completely new chapters Chapter 10: Energizing the Specialty Boutique Chapter 12: Graphics in Today's Retail Environment Chapter 15: Creating an Overall Design Concept From Inception to Conclusion A totally new complement of photographs that reflect

the work of today's visual merchandisers and facility designers Sixteen pages of full-color that excitingly depict the works of masters in the field A host of Profiles throughout the text that represent various retail organizations that have distinguished themselves through visual presentation An In The News segment at the conclusion of each chapter featuring reprints of articles that have made the news in professional journals Internet exercises that teach the users how to explore a wealth of websites to solve merchandising and design problems Ancillary materials including PowerPoint presentations and an exciting new video to accompany the book Contemporary Visual Merchandising and Environmental Design provides professional advice and guidance to those aspiring to enter the field or for retailers wishing a better understanding of visual merchandising and design, and how it may improve their own establishments. --This text refers to an out of print or unavailable edition of this title.

As the new millennium began, retailers found themselves in a competitive environment that was more challenging than they ever had to face in the past. Not only were the bricks and mortar operations facing greater competition from other similar companies, but the ever-increasing presence of off-site merchants made the art of conducting business even more difficult. Catalogs and E-tailers were achieving record sales, and while many of these retailers were divisions of some of these brick and mortar companies, others were primarily positioned as off-site businesses, giving extra competition to the merchants who subscribed to multichannel retailing. The bricks and mortar companies were faced with yet additional competition from the steady increase of sales coming from the home shopping channels. Enter the visual merchandisers. If properly trained, they have the necessary insights and abilities to help retail operations distinguish and differentiate themselves from the competition, giving them an individuality so important to success in this challenging business arena. If given the opportunity to apply their artistic talents to the needs of the contemporary retail environments, they often deliver the concepts and designs that make their companies visually unique. Unlike yesteryear when they were generally referred to as display persons, today's practitioners are expected not only to design and install window and interior displays, but also to take a major role in the development of the brick and mortar facilities design. They are involved in merchandise fixture selection, lighting systems, and a host of other duties and responsibilities that bring their retail environments into the twenty-first century. The third edition of this text, now titled Contemporary Visual Merchandising and Environmental Design, explores all of the aspects of visual presentation and addresses the ways in which each of these are used to translate the store's interiors and windows from the mundane to arenas of visual excitement. As in

the previous editions, the principles and practices performed by the company's visual team are updated to reflect the trends of this new millennium. In addition, there are numerous additions to this edition that address what is currently taking center stage in the visual environments all across the country. New to this edition are the following chapters: Chapter 10, "Energizing the Specialty Boutique," examines the ways in which small retailers with very limited funds can improve their premises and make them more eye-appealing to the shoppers who frequent them. Chapter 12, "Graphics in the Retail Environment," discusses the numerous ways retailers are using the different types of graphic presentations to add pizzazz to their windows and interiors without taxing their visual budgets. Chapter 15, "Creating the Overall Design Concept: From Conception to Installation," explores the various components that today's retail and other businesses are using to energize their premises and private brands. Additionally, the following has been added to bring the reader to the latest and greatest in visual merchandising and facilities design: A totally new complement of photographs that reflects the work of today's visual merchandisers. The expansion of eight full-color pages to sixteen, which excitingly portrays the state of visual merchandising today. Internet exercises that require the students to use their computers for research related to visual merchandising. A Profile in each chapter that presents businesses in various segments of retailing who have distinguished themselves through creative visual presentation. An In the News segment at the conclusion of each chapter that features reprints of articles that have made news in professional journals. An electronic test bank that will offer a variety of questions. A PowerPoint presentation for each chapter. With the pertinent information from the previous edition and the wealth of new material added to this third edition, the readers will learn not only how to appreciate the new practices of visual presentation that are surfacing in today's retail arenas, but also how to become professional practitioners in this exciting field of artistic expression. --This text refers to an out of print or unavailable edition of this title.

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