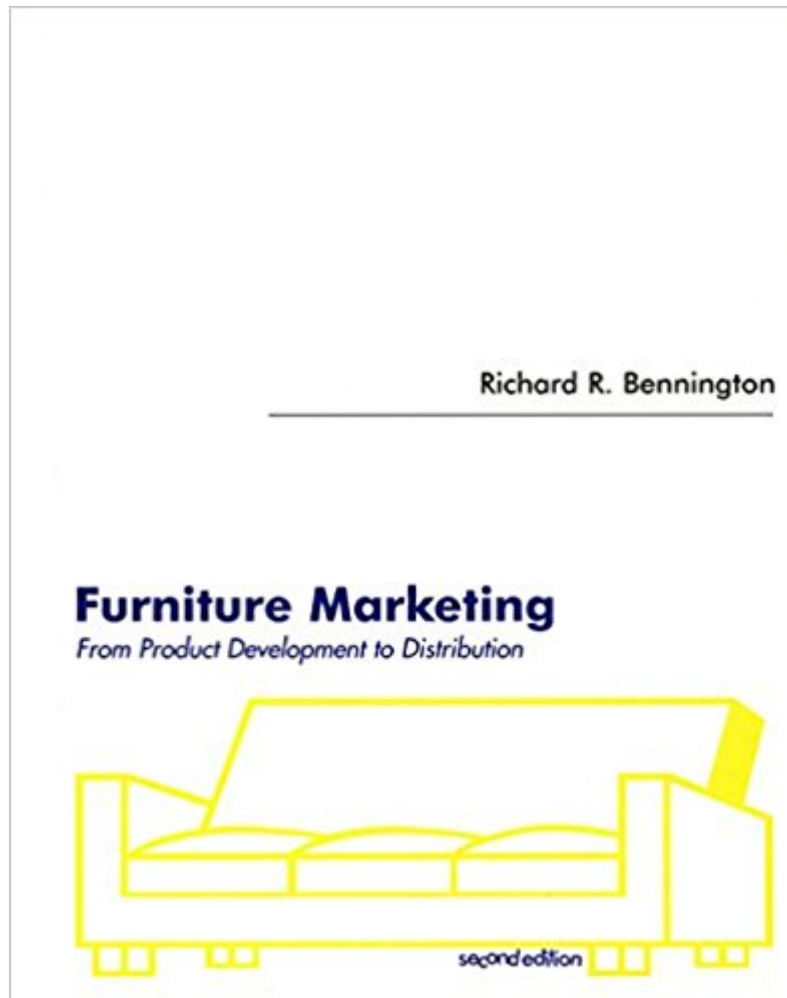


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Furniture Marketing: From Product Development To Distribution



Synopsis

Furniture Marketing, 2nd Edition, contains an overview of how furniture products are developed, marketed, and presented to targeted retailers and consumers. Bennington focuses on developing an appreciation for furniture as a functional art form. This new edition covers the entire industry, including types of furniture, design periods, product development, and manufacturing. The text also explains how to sell furniture through pricing, promotion, and distribution. Residential furniture is the main focus of Furniture Marketing, but there is a chapter on contract furniture. This book can serve as a helpful reference for students as well as beginning and experienced employees of manufacturers, retailers, and wholesalers.

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Customer Reviews

Richard Bennington is a professor in the School of Business at High Point University where he teaches furniture marketing, retailing, and marketing, among other courses. He is Financial Vice President of the International Furnishings and Design Association, a member of the Awards Committee in the American Society of Furniture Designers, and on the Board of Directors at the Furniture Design Center and Bienenstock Furniture Library. In 2000, he served as a US Furniture Industry Representative and Product Judge at the International Furniture and Woodworking Machinery Fair in Shenzhen, China. He has had his writing published in the North American Handbook of Home Furnishings and in Western Retailer.

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