



Merchandising: Theory, Principles, And Practice

By Grace I. Kunz



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This book focuses on the process of merchandising and the principles applied to the planning, development and presentation of product lines in both the manufacturing and retailing sectors. It also relates the role of merchandising to other business fundamentals. Vignettes describe alternative merchandising strategies. Applications to other consumer goods are also discussed.

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Merchandising: Theory, Principles, And Practice By Grace I. Kunz Bibliography

- Sales Rank: #1318310 in Books
- Brand: Brand: Fairchild Pubns
- Published on: 2005-05-31
- Original language: English
- Number of items: 1
- Dimensions: 1.50" h x 7.50" w x 9.50" l, 2.58 pounds
- Binding: Hardcover
- 538 pages

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Editorial Review

About the Author

Grace I. Kunz is Associate Professor Emerita at the Textiles and Clothing department of Iowa State University. She is a member of the International Textile and Apparel Association, the American Apparel Manufacturers Association, the American Collegiate Retailing Association, Iowa Textile and Apparel Association and Pan-Pacific Business Association. Her teaching and research interests include apparel technology, assortment planning, merchandising, product development and global issues. Her findings have been published in the Journal of Fashion Marketing and Management, Clothing and Textiles Research Journal and Journal of Small Business Strategies, among others.

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