Window Display: New Visual Merchandising
Synopsis

A showcase for the world's most eye-catching window displays, this book offers inspiration and guidance to visual merchandisers and retailers, helping them to create windows that not only look good but also help to increase sales. Seven chapters cover key topics for the visual merchandiser, each with a gallery of photographs demonstrating how and why each window is successful. A must for anyone involved in bricks and mortar retail.

Book Information

Paperback: 192 pages
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Language: English
ISBN-10: 1856696855
Product Dimensions: 8.5 x 0.8 x 11 inches
Shipping Weight: 2.1 pounds
Average Customer Review: 4.7 out of 5 stars Â· See all reviews Â· (3 customer reviews)

Customer Reviews

A must for any visual merchandisers: The windows featured in the book are innovative and inspirational. Morgan talks about the concept and, realisation of how a window can be created to attract the customer and get them to spend, brilliant photography, with a clear narrative running through the whole book. A great second book from the quirky Brit.

Textbook

Very rich book with lots of ideas

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