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Visual Merchandising And Display: Studio Access Card



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Synopsis

As long as there are shoppers, there will be a need for visual merchandising. Zeroing in on all aspects of the craft-from classic techniques to the most avant-garde developments, Visual Merchandising and Display, 6th Edition, teaches readers to present products at their best: color-coordinated, accessorized, and self-explanatory. Hundreds of examples from around the world demonstrate how retailers can reach their target markets by adding interest to window and interior displays. This new edition of the best-selling text also includes sections on sustainability, offering tips for "green" presentation. This book serves as a "how to" for creating a visual look and feel for a brand and optimizing images.

Book Information

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Customer Reviews

Martin M. Pegler has been in the field of visual merchandising and store design for over fifty years and has authored and edited more than seventy books. He is an international lecturer on Display, Visual Merchandising and Store Design and an editor of the quarterly publication, Retail Design International.

The text book pages fall out easily. This is also a problem with everyone else’s book I know of, not just mine. Whoever manufactured this book did a terrible job. Not that this matters when buying it, since they are all the same, but hopefully they see this and fix the problem.

There is no better book on design at this price

Great introductory resource to visual merchandising and its concepts. Contains many useful chapters and images to help you understand the techniques used. In some chapters, I did hope there were more images to assist with what concepts were being discuss. Overall, a good source that covers what visual merchandising is all about.

I wanted to learn more about visual merchandising, Finding this book was a God-send! Having some interior design knowledge helped alot. Explanation was perfect, better than other interior design text books that were issued by the college. You'll instantly understand whether you've taken some interior design classes or not. GREAT TEXT BOOK!

This is a wonderful process!

This is an amazing book which I constantly use as a reference. Store owners bible on how to exhibit products, so they sell.

great price for textbook

I really like this book and thank you..

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