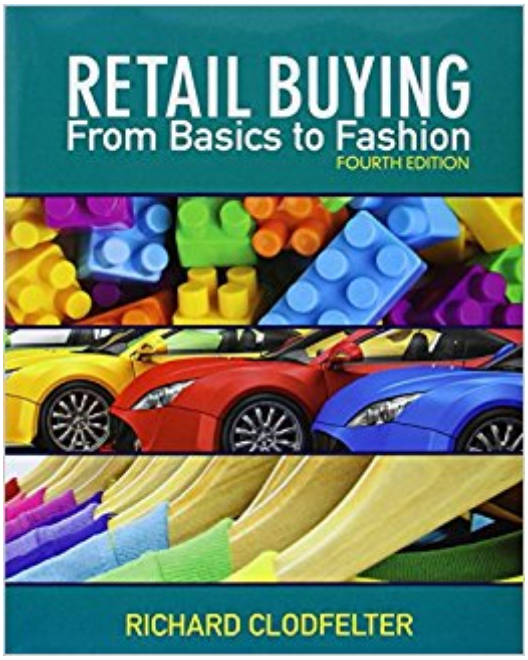
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Retail Buying: From Basics To Fashion, 4th Edition



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Synopsis

This comprehensive book provides students with the skills and savvy needed to become a successful buyer in any area of retail. Its simple and straightforward approach presents step-by-step instructions for typical buying tasks, such as identifying and understanding potential customers, creating a six-month merchandising plan, and developing sales forecasts. This new edition contains up-to-date coverage of important retailing trends and technological advances, including social responsibility, sustainability, fast fashion, and the use of new media and social networking. Ample activities -- drawn from real-world merchandising and incorporating current trends -- give students the opportunity to apply critical skills as they would in a professional environment.

Book Information

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Customer Reviews

Richard Clodfelter is a Professor in the College of Hospitality, Retail, and Sport Management at the University of South Carolina, Columbia, where he teaches retail buying, internet retailing, and entrepreneurship. Clodfelter holds a Doctorate from Virginia Tech, a Master s from the University of North Carolina at Greensboro and a Bachelor s from Appalachian State University. His primary research interests include retail pricing, purchasing on the Internet, and retail technology. His articles and papers have received awards from several retailing and educational associations.

I’ve been a buyer for 7 years and having this book around, even to this day, helps to learn and relearn certain aspects of the business.

This was a great and informative book about retail buying. I purchased it for a continuing education course in Retail Buying. I found the textbook to be organized very well and definitely gained a lot of knowledge on how retail buying works. I would recommend.

I wanted a book that would help me with my small business and reunderstand the basics and how it's done. This book did what I needed, I love it and will reread to brush up!

I need this book for class. It delivered really fast. The book was new and covered. A CD is included inside.

a little outdated

Daughter needed for her business class.

What a great book! there is a lot of information that is very helpful for a future career. I will recommend it!

A wonderful book, I do not think that I have ever invested in a better Fashion Buying book. The CD that accompanies the book is so useful and easy to follow. I would highly recommend investing in it, as it is really the best Fashion Buying book I have every read so far. Worth every penny.Retail Buying: From Basics to Fashion, 4th Edition

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