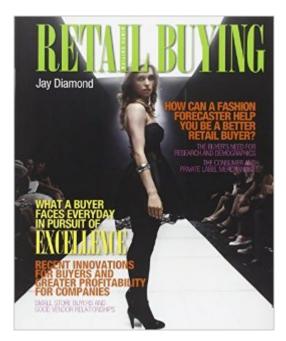
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# Retail Buying (9th Edition) (Fashion Series)





## Synopsis

Retail Buying, Ninth Edition, is known for its clear depiction of retail buying, reflecting what buyers face every day in their pursuit of excellence. Focusing on the changes in todayâ <sup>™</sup>s market, the book addresses topics such as diverse ethnicities and the nuances of purchasing abroad. Contemporary market considerations are highlighted throughout, including chapters on buying for discount operations, using the Internet for product procurement, and methods of analyzing customer demand. With a host of end-of-chapter materials and visual aids, this book will effectively prepare you for your role as a professional retail buyer.

## **Book Information**

Series: Fashion Series Paperback: 384 pages Publisher: Pearson; 9 edition (January 14, 2012) Language: English ISBN-10: 0132179350 ISBN-13: 978-0132179355 Product Dimensions: 8.9 x 0.6 x 10.8 inches Shipping Weight: 1.8 pounds (View shipping rates and policies) Average Customer Review: 4.5 out of 5 stars Â See all reviews (2 customer reviews) Best Sellers Rank: #725,679 in Books (See Top 100 in Books) #175 in Books > Textbooks > Humanities > Design #194 in Books > Business & Money > Processes & Infrastructure > Purchasing & Buying #4171 in Books > Arts & Photography > Decorative Arts & Design

#### **Customer Reviews**

It's not the best written textbook I've come across. For having paid over \$50 for the book, I was expecting far better quality. The cover is in color while the inside pages are thin newsprint in black and white. If you need it for a class, you have to have it.

It's a book for college course. Nothing else to say.

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