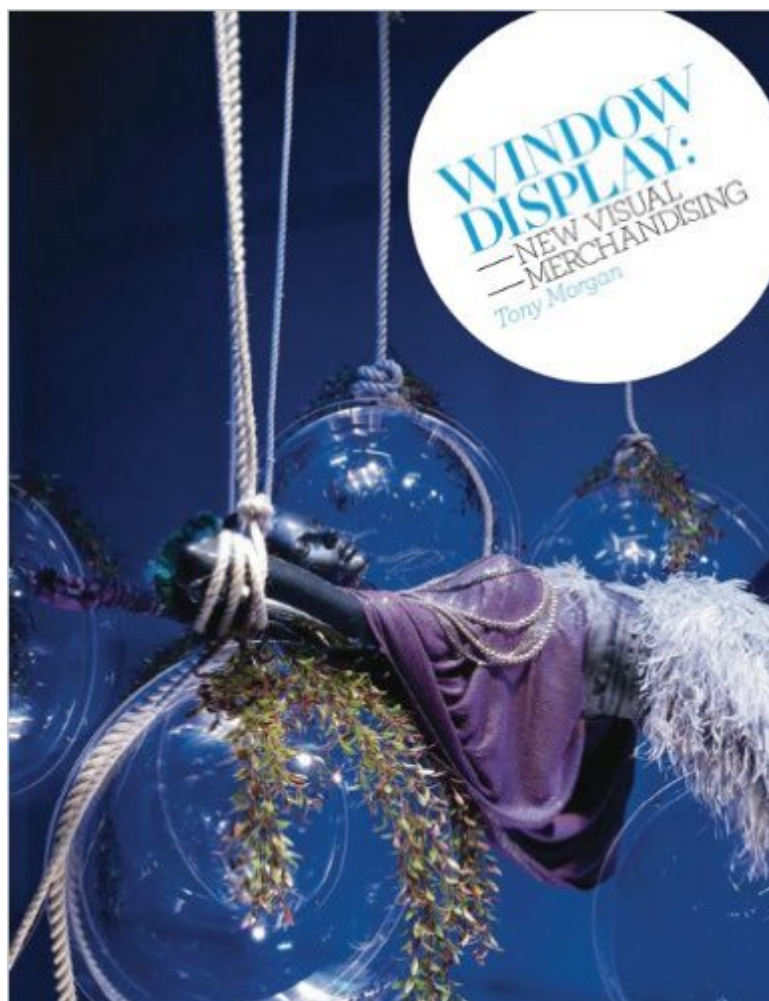


The book was found

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

Publisher: Laurence King Publishing (September 29, 2010)

Language: English

ISBN-10: 1856696855

ISBN-13: 978-1856696852

Product Dimensions: 8.5 x 0.8 x 11 inches

Shipping Weight: 2.1 pounds

Average Customer Review: 4.7 out of 5 starsÂ Â See all reviewsÂ (3 customer reviews)

Best Sellers Rank: #518,721 in Books (See Top 100 in Books) #39 inÂ Books > Crafts, Hobbies & Home > Home Improvement & Design > Decorating & Design > Windows #130 inÂ Books > Arts & Photography > Architecture > Decoration & Ornament #134 inÂ Books > Arts & Photography > Decorative Arts & Design > Interior & Home Design > Decoration & Ornament

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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