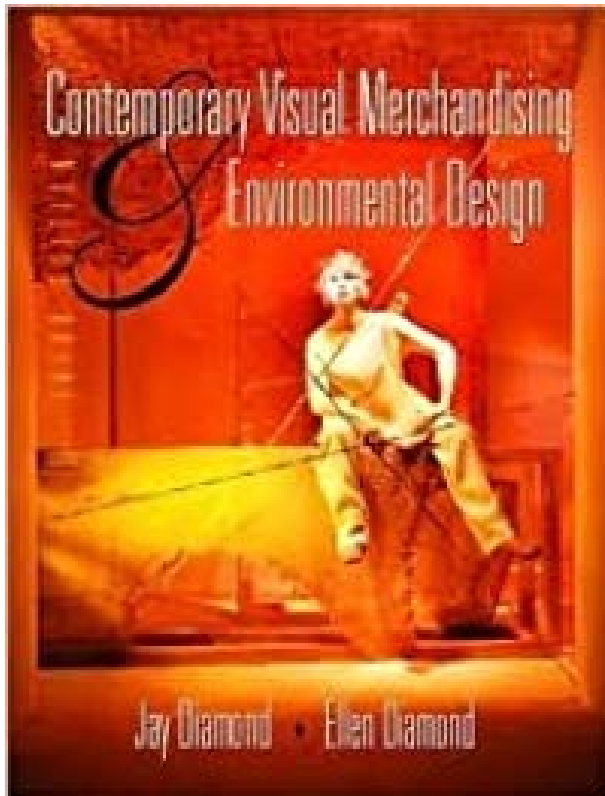


Contemporary Visual Merchandising and Environmental Design



Author:	Jay Diamond
Goodreads Rating:	2.75
Pages:	384
ISBN13:	9780130988843
Genre:	Uncategorized
Language	English
Published:	January 27th 2003 by Prentice Hall
ISBN10:	0130988847

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This comprehensive and practical book provides an introduction to visual merchandising. The most complete book of its type on the market, it is clearly written and contains a wealth of photographs and drawings from most major retailers. A companion CD-ROM provides a wealth of resource materials. This book about retail displays and merchandising focuses on "every" aspect of visual merchandising (not just fashion apparel), covering facilities design, display forms, materials and props, lighting, color, and visual themes. It describes how the small retailer can energize their displays without spending alot of capital, and presents examples of successful retail merchandising. For visual merchandisers, other display personnel, and owners/managers of retail outlets.