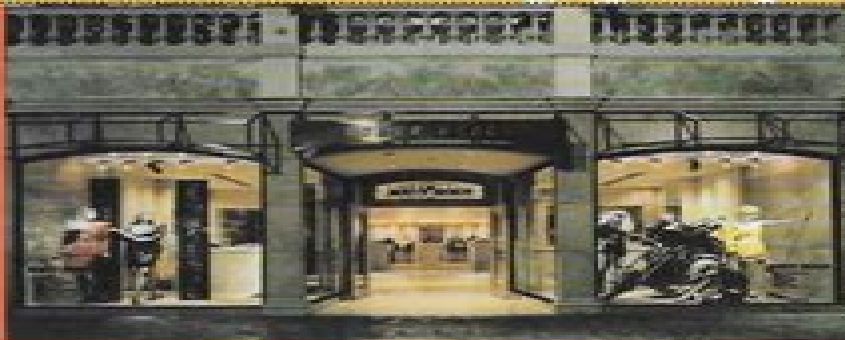


Visual Merchandising & Display

Third Edition



Martin M. Pegler

Visual Merchandising And Display By Martin Pegler

Annelies Wilder-Smith



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Design Martin M. Pegler, 2004 Store Presentation Design showcases the very best in store visual merchandising demonstrating how the creative use of design architecture lighting fixturing and merchandise presentation and display can turn selling space into sales This book illustrates how store design visual merchandising and display have become closely inter related and keeps you abreast of the latest trends in new materials fixturing lighting interior design store layout props and signage Learn why the store itself is the most influential salesperson it s the store s design and displays that showcase the merchandise project the store s image entice the customer to buy and create a customer s most lasting impression

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outstanding and creative store window designs most of which are extraordinary because of their simplicity *Store Presentation & Design No.2 INTL* Martin M. Pegler,2007-04-24 This book presents some of the finest examples of how flagship stores satellite stores and vendor shops are designed with visual clues that build a strong brand image and how they carry their look from one store to another Included are over 40 examples of how store designers architects create store designs that are adapted to different spaces locations and countries while maintaining a recognizable brand image Also shown are scores of examples of branding as it appears in store windows Publisher **How to Start and Run Your Own Retail Business** Irving Burstiner,Irving Bursteiner,2001 This is a careful step by step guide to small business ownership

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