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By Visual Reference Publications

Rsd Publishing, United States, 2010. Hardback. Condition: New. Language: English . Brand New Book. With over 400 full-color photos, Store Presentation and Design No. 3 presents the finest examples of store design and merchandising presentation. This the third book in this successful series, showcases how every element of creative retail design-- the architectural, the store layout, the fixtures, lighting and the interior and window displays all work together to turn a selling space into a profitable selling environment, that brings customers and entices them to browse and buy. The stores in this book vary in merchandise sold, target customer, price point, type of space and location.



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