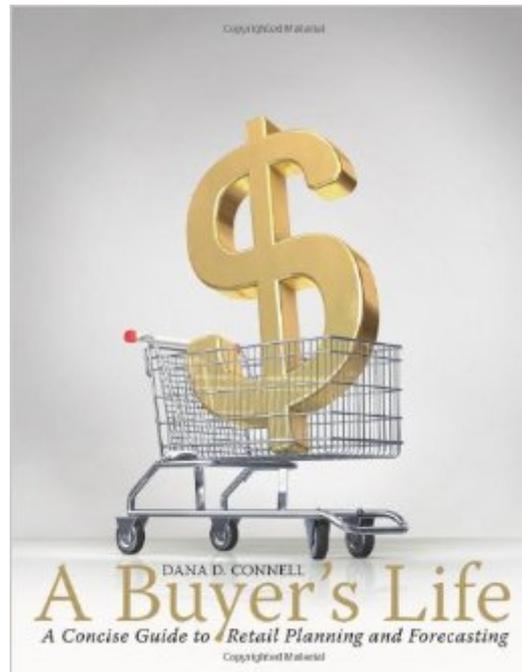


The book was found

A Buyer's Life: A Concise Guide To Retail Planning And Forecasting



Synopsis

The area of retail buying relies heavily on mathematical formulas and forecasting. The formulas themselves remain unchanged. However, the context in which they are analyzed is constantly evolving. The most successful retail buyers are able to withstand the highs and lows of business trends by utilizing analytical skills, trend forecasting, and customer knowledge. As a retail buyer for almost 20 years with various retailers, Connell draws on her experience providing practical fundamental mathematical formulas while also giving context in the current retail environment. This text gives students a step-by-step approach to understanding the mechanics of a six-month merchandising plan. Upon completion of the plan students will gain insight into how the plan is forecast into the future as well as how it is implemented at the actual purchasing level.

Book Information

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Customer Reviews

a lot typos in the formulas. Makes learning the subject even better. Keeps me on my toes.

Recomendado

I work in this industry and found the info quite helpful. The exercises were okay and the worksheets were a little hard to figure out. I did get what I needed from this book.

While the book covered the financial/mathematical aspects of a "buyers life" I felt it was a little too glossy over some of the topics covered in the book. Good for a basic guide but does not delve into

too much detail.

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