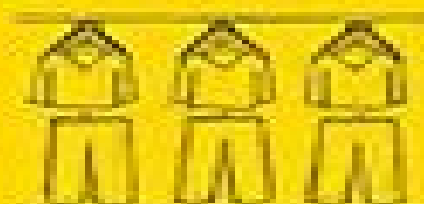
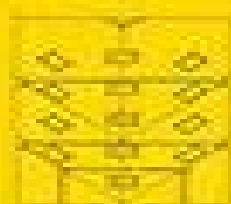
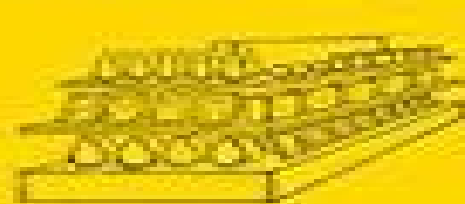
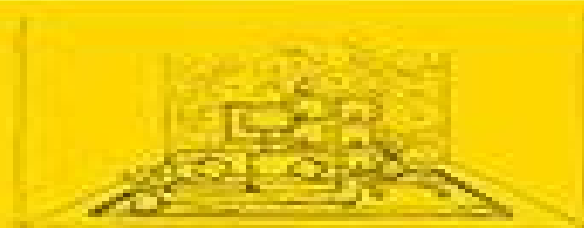
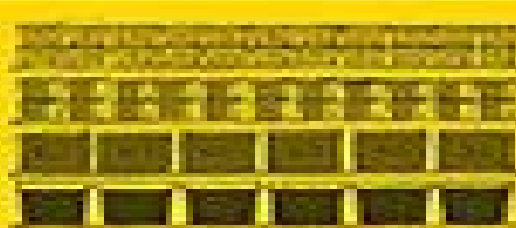
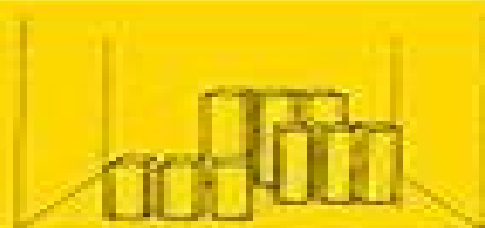


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# Visual merchandising

Escaparates e interiores comerciales

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*Visual Merchandising Fourth Edition* Tony Morgan, 2022-05-02 This comprehensive guide to visual merchandising covers both window dressing and in store design as well as all the other elements real or virtual used to enhance the contemporary retail experience Featuring a range of shops from fashion emporia such as Selfridges Printemps and Bergdorf Goodman to small outlets the book offers practical advice supported by tips from the most inspiring visual merchandisers and creative directors across the world It reveals the secrets of their profession and all there is to know about the latest technology mannequins props etc It also examines the psychology and ever changing trends behind consumer behaviour Visual merchandising is presented through lavish colour photographs diagrams of floor layouts and store case studies and includes invaluable information such as a glossary of terms used in the industry

*Visual merchandising* Tony Morgan, 2016-04-01 El visual merchandising es una disciplina esencial para cualquier establecimiento comercial Unos escaparates atractivos incitan a los transe ntes a detenerse para mirarlos y a entrar en el establecimiento y una distribuci n interior adecuada gu a al comprador a trav s de la tienda e incita a pasar m s tiempo en ella El visual merchandising es una herramienta fundamental para lograr una experiencia de compra eficaz Convertido ya en el manual de referencia sobre visual merchandising este libro ofrece los principios y conocimientos pr cticos esenciales sobre la disciplina Sus contenidos actualizados en esta 3a edici n con numerosos ejemplos recientes abarcan todos sus aspectos escaparates dise o de tiendas distribuci n de productos montajes interiores maniqu es etc cada uno de ellos orientado a establecimientos de cualquier escala ya sean grandes almacenes cadenas o peque os comercios El libro est ilustrado con dibujos y fotograf as de ejemplos de todo el mundo y ofrece una gran cantidad de consejos y trucos pr cticos Un t tulo fundamental tanto para estudiantes de interiorismo como para profesionales

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