



Retail Buying: From Basics to Fashion (3rd Edition)

Richard Clodfelter

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With an emphasis on developing a strategy for buying, this comprehensive book gives students the skills they'll need to become successful buyers in all retail areas. Its simple and straightforward approach presents students with step-by-step instructions for typical buying tasks, such as identifying and understanding potential customers, creating a six-month merchandising plan, and developing sales forecasts. Ample activities give students the opportunity to apply these skills as they would in a professional environment. This new edition offers expanded coverage of the use of technology for retail buying and working with foreign markets. The companion text, *Making Buying Decisions: Using The Computer as a Tool* furthers the connection between retail buying strategies and merchandise math.

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