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By John Donnellan



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The fourth edition of *Merchandise Buying and Management* has been updated to cover the most current information on merchandising and retailing. Written for college-level courses dealing with retail buying and the management for retail inventories, the text covers topics relevant to future buyers and store management personnel. The material is presented within the context of a contemporary retail environment-with examples from both fashion and non-fashion retailers-in which buyers often act as fiscal managers as well as product developers, and store managers play important roles in sales productivity and assortment planning. Retail technology is a theme that runs throughout the book, tied to topics such as space management, electronic data exchange, point-of-sale systems, and floor ready merchandise.



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Editorial Review

Review

This book offers a great insight to contemporary merchandising and retailing with key examples from fashion and non-fashion retailers. The content is enhanced at the end of each chapter by summary points, key terms/ concepts and areas of further consideration. Adele Thorley, Birmingham City University, UK

About the Author

John Donnellan was Dean of Business and Computer Information Systems at Holyoke Community College, USA. For 20 years, he held management, merchandising, and sales promotions positions in various department and specialty stores. Donnellan frequently addresses trade and professional associations on current retailing topics.

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