

The book was found

Experiential Retailing: Concepts And Strategies That Sell



Synopsis

Taking an innovative and interdisciplinary approach, *Experiential Retailing* moves beyond the traditional model of product assortment. It examines the history of retailing and consumption, and how cultural attitudes have changed over time. Different types of shopping experiences are described, and anecdotes and illustrations demonstrate strategies for success. Incisive, sensory, and entertaining, the text provides exciting new concepts for understanding this global phenomenon.

Book Information

Hardcover: 480 pages

Publisher: Fairchild Books; 1st edition (June 11, 2007)

Language: English

ISBN-10: 1563673991

ISBN-13: 978-1563673993

Product Dimensions: 8.7 x 29.8 x 284 inches

Shipping Weight: 2.8 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 2 customer reviews

Best Sellers Rank: #245,351 in Books (See Top 100 in Books) #133 in [Books > Business & Money > Industries > Fashion & Textile](#) #168 in [Books > Arts & Photography > Fashion > History](#) #192 in [Books > Business & Money > Industries > Retailing](#)

Customer Reviews

Youn-Kyung Kim, PhD, ACR, ACRA, ITAA, is a Professor of Retail and Consumer Sciences at University of Tennessee. Her research topics of interest are consumer experience, experiential retailing, mall shopping behavior, international retailing, and tourism retailing. She has published over 50 articles in journals and has received several Best Paper Awards from American Collegiate Retailing Association and International Textiles and Apparel Association. She has served as guest editor and editorial board member for a number of journals, currently serving as Associate Editor for *Clothing and Textiles Research Journal* and a member of International Textiles and Apparel Association (ITAA), American Collegiate Retailing Association (ACRA), and Association for Consumer Research (ACR). Pauline Sullivan, PhD, is an Associate Professor in the Department of Family and Consumer Sciences at Texas State University - San Marcos. Judith Forney, ITAA, is a Professor and Dean of the School of Merchandising and Hospitality Management at the University of North Texas. Her research interests include consumer behavior, adolescents and moral

emotions, behavior, self-esteem, shoplifting; cultural and cross-cultural evaluative aspects of consumer behavior; cross-national comparisons; and apparel/textile international production and trade.

Got it for school. It was a great book and I learned a lot.

I bought my book from a seller out of the same state as I live in hoping to get my book very fast. I did receive it a little after a week and the book was in very good condition. Thank You

[Download to continue reading...](#)

Experiential Retailing: Concepts and Strategies That Sell Sell & Re-Sell Your Photos: Learn How to Sell Your Photographs Worldwide Exit Bomb: Why Most Entrepreneurs Can't Sell, Don't Sell Or Sell Their Companies For Peanuts High Paying Clients for Life: A Simple Step By Step System Proven To Sell High Ticket Products And Services (Selling Services: How to sell anything to ... and How to Get Clients for Life Book 1) How to Sell Art to Interior Designers: Learn New Ways to Get Your Work into the Interior Design Market and Sell More Art Photography Business: Sell That Photo!: 10 Simple Ways To Make Big Bucks Selling Your Photography Online (how to sell photography, freelance photography, ... to start on online photography business) How to Write Descriptions that Sell Used Books on : Easy Ways to Make More Money Selling Used Books on with Simple Copywriting Templates (Sell Books Fast Online Book 1) Sewing to Sell - The Beginner's Guide to Starting a Craft Business: Bonus - 16 Starter Projects ~~~~~ How to Sell Locally & Online Sell Your First Book!: How To Write, Edit, Publish & Sell Your Very First Book On Within 48 Hours From Right Now! Chirelstein's Federal Income Taxation: A Law Student's Guide to the Leading Cases and Concepts (Concepts and Insights) (Concepts and Insights Series) Retailing Principles Second Edition: Global, Multichannel, and Managerial Viewpoints Retailing in Emerging Markets Merchandising Mathematics for Retailing (5th Edition) (Fashion) Merchandising Mathematics for Retailing (Fashion) Retailing Management, 9th Edition Isn't It Obvious?: A Business Novel on Retailing Using the Theory of Constraints Merchandising Math for Retailing (4th Edition) Fashion Retailing: A Multi-Channel Approach Fashion Retailing: From Managing to Merchandising (Basics Fashion Management) The Big Book of ACT Metaphors: A Practitioner's Guide to Experiential Exercises and Metaphors in Acceptance and Commitment Therapy

[Contact Us](#)

[DMCA](#)

Privacy

FAQ & Help