



Contemporary Visual Merchandising (5th Edition) (Fashion Series)

Jay Diamond Professor Emeritus

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The trusted visual merchandising resource for students and professionals alike, **CONTEMPORARY VISUAL MERCHANDISING, 5/e** introduces every aspect of modern visual merchandising, from point-of-purchase displays to signage. Replete with photos and illustrations, it illuminates the fundamentals of good design, walks through projects from concept to completion, and presents unique strategies for bringing charm, distinction, and excitement to any store. Updated throughout, this edition adds a new chapter on visual merchandising to multicultural consumers, and another on green initiatives and environmentally-aware visual design. It contains new examples and artwork from retailers of all sizes, including an expanded 24-page full-color section.

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