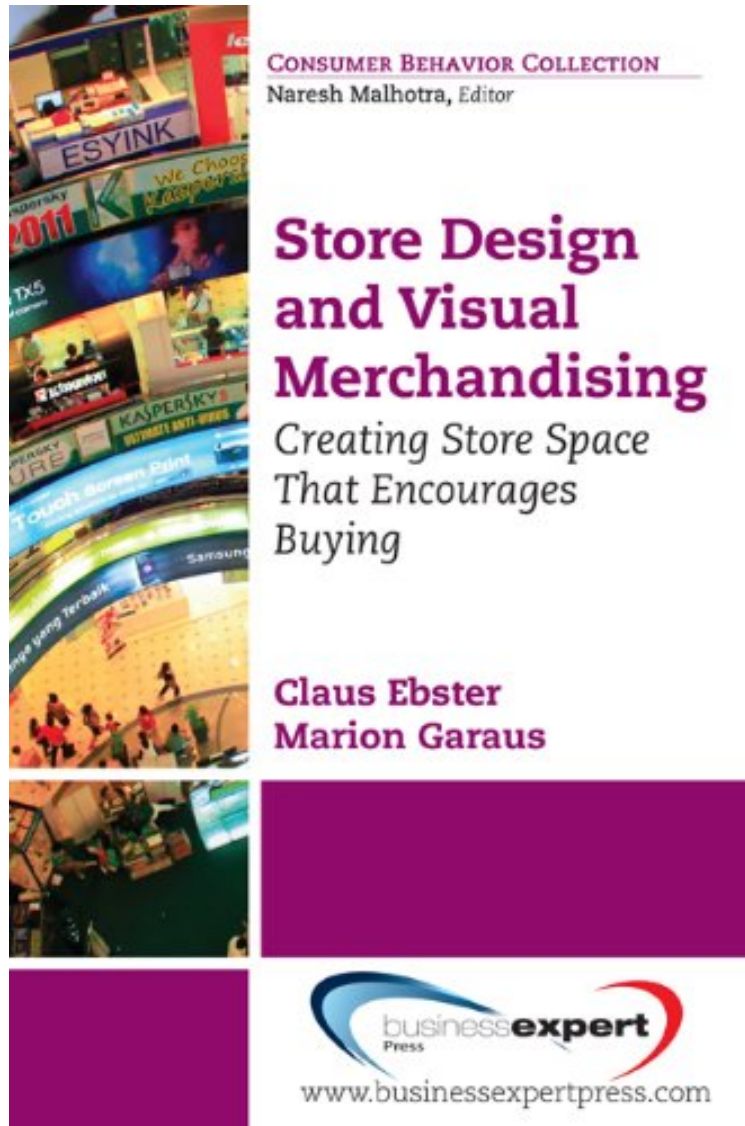


(Read now) Store Design and Visual Merchandising: Creating Store Space That Encourages Buying

Store Design and Visual Merchandising: Creating Store Space That Encourages Buying

Claus Ebster

DOC | *audiobook | ebooks | Download PDF | ePub



 Download

 Read Online

#612527 in eBooks 2011-07-21 2011-07-21File Name: B0149MBZOO | File size: 51.Mb

Claus Ebster : Store Design and Visual Merchandising: Creating Store Space That Encourages Buying before purchasing it in order to gage whether or not it would be worth my time, and all praised Store Design and Visual Merchandising: Creating Store Space That Encourages Buying:

8 of 8 people found the following review helpful. Worth the priceBy masamiExcelent book for the small and big store owner. Mostly for people that want to change their image store by fixing some of the common mistakes that most make. It covers a lot of aspects of design and customer perception and most important it gives you an alternative of

designing the ideal store, not by hiring or spending a lot of people and money but by doing some "common sense" changes and additions that for sure will attract more loyal customers. For the seasoned store owners it reinforces "gut feeling" moves and adds some novel ones. In general, an easy to read book with some good meat to it. 3 of 3 people found the following review helpful. must have for retail owner/manager By TGS Very good book a must have for and retail business owner or manager (or striving to become) lots of science of how to display, lay out and why. Just a wealth of information. it's well worth the investment. I found it very insightful and helpful. Covers small shops to shopping malls. 1 of 1 people found the following review helpful. Only disappointment was lack of more illustrations By Cissy B. Was a little put off by the seemingly high cost of this little paper back book, but it was worth every cent. Full of researched back strategies for designing stores. From the store front to the check out, provides helpful information, cover to cover. Only disappointment was lack of more illustrations, examples and photographs.

In an age of self-service stores, saturated markets and ever more demanding customers, the careful and science-driven design of the point of sale has become a crucial success factor for both retailers and service businesses. In this book, the interested reader will find a variety of hands-on suggestions on how to optimize the design of retail stores and service environments to increase customer satisfaction and sales. While the focus is on the practical applicability of the concepts discussed, the book is nevertheless firmly grounded in consumer and psychological research. In this respect it is uniquely positioned vis-à-vis books written by artists, architects and interior designers which lack a solid research foundation and academic journals articles, which are often inaccessible to the educated yet non-specialized reader. In writing this book, the author draws on both the recent research literature and his own experience as a marketing consultant and consumer researcher. The intended audiences are marketing managers, small business owners and MBA students. Topics covered in the book include: goals and relevance of store design; design tips derived from environmental psychology; cognitive and affective approaches to store design and visual merchandising; use of ambient factors such as music, colors and scents; creation of emotional experiences and theming.

About the Author Both Ebster and Garaus is at the University of Vienna; Department of Marketing;