



Perry's Department Store: A Buying Simulation for Junior's, Men's Wear, Children's Wear, and Home Fashion/Giftware

By Karen Videtic, Cynthia W. Steele

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This classic text continues to use the fictitious Perry's Department Store to bridge the gap between the principles of retail buying and mathematical formulas and concepts. Drawing on their experience, Videtic and Steele provide the tools for students to understand buyer's responsibilities by walking them through the various steps a new buyer would take to complete a six-month dollar plan and a merchandise assortment plan. The professional perspective is emphasized even more in the third edition with the inclusion of two new chapters on shopping critically, cultural constraints, and ethical responsibilities of the buyer.

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Editorial Review

About the Author

Cynthia W. Steele is vice president of product development for Evergreen Enterprises, Inc., where she is responsible for trend and design direction for the company. Formerly an assistant professor in the department of fashion at Virginia Commonwealth University, she has taught courses in apparel industry, retail buying, merchandising, trends and fashion promotion. Her professional background includes over 10 years in sales management in the gift and decorative accessories industry and over 15 years in retail buying and management for department and specialty stores.

Users Review

From reader reviews:

Adam Nelson:

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