



Store Presentation and Design 4 (Hardback)

By Martin M. Pegler

Rsd Publishing, United States, 2011. Hardback. Condition: New. Language: English . Brand New Book. It's the store's look from the entrance-- to the design of the interior and the presentation of the merchandise- to the store windows that convey the store's image. Featured in this 4th edition are 60 stores, more than 400 full color photographs, that illustrate, detail and explain the how some of very best retailers and designers from around the world have created a look that build a strong brand image and entice customers to shop and buy.



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