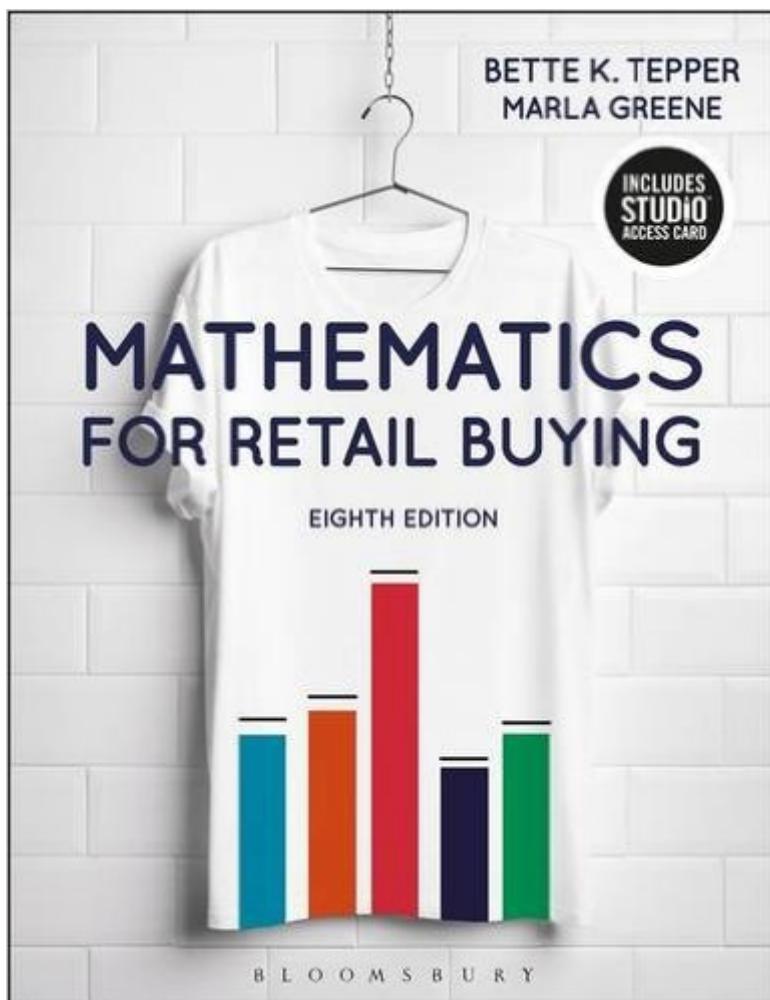


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Mathematics For Retail Buying: Bundle Book + Studio Access Card



Synopsis

Mathematics for Retail Buying, 8th Edition, introduces merchandising and retailing students to the most important concepts in retail math through step-by-step examples with practice problems and solutions. Coverage begins with the skeletal profit and loss statement, and moves through retail pricing and repricing of merchandise, markups, markdowns, the retail method of inventory, six-month, and assortment planning. This extensively updated edition introduces a new co-author and a practical approach that incorporates actual retail scenarios and concepts that are relevant to the fashion industry today. The book has been reorganized into six chapters, each covering a mathematical factor that affects the gross margin and profitability key to the success of any merchandise buyer or planner. The new edition also integrates current retail business metrics and an increased focus on the six-month planning process, including a new assortment planning section with examples. **New to This Edition:-** Reorganized Chapters 1 and 6 reflect the order of prior editions and open the textbook with the discussion of merchandising for profit and profit and loss concepts - Chapter 5, Six-Month Planning and Components, expanded to include more coverage of assortment planning with a new "Formulating a Six-Month Plan" case study- More than 50% of practice problems in each chapter are new or have been updated to reflect current industry practice- Includes 4 new case studies that illustrate practical retailing situations and common obstacles and difficulties encountered in real-life merchandisingFeatures - All applicable concept problems are expressed in spreadsheet as well as traditional arithmetic format- Select Answers at the end of the book helps students check their understanding as they complete Practice Problems- Key Concept Formulas at the beginning of each chapter and a complete Glossary of Concept Formulas at the end of the book provide easy referenceMathematics for Retail Buying STUDIO-Study smarter with self-quizzes featuring scored results and personalized study tips-Review concepts with flashcards of terms and definitions and key formulas -Practice your skills by computing Practice Problems from the text, now available digitally with formulas embedded in the Excel spreadsheets-Enhance your knowledge with additional real world case studies and activities for each chapterInstructor Resources-Answer Manual provides demonstrative step-by-step solutions to all practice problems-Test Bank offers exams for each chapter-PowerPoint presentations provide a framework for lecture and discussionThis bundle includes Mathematics for Retail Buying, 8th Edition and Mathematics for Retail Buying STUDIO Access Card.

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Customer Reviews

This covers all the basic concepts of mathematics for retailing, with exercises/problems after each section to reinforce your learning. I am a junior Merchandise Planner and have found this a great additional resource to on-the-job training. Fantastic textbook for anyone new to sales analysis and forecasting.

this book is written in a very confusing way. both the sequence and the actual text is extremely poor. things aren't explained well and other things are overly explained to the point of seeming more important than they are in real life retail buying.my biggest complaint, however, is the fact that not all the answers are provided at the back of the book. and alarmingly small number of answers are given so it's impossible to know whether you got the problems right. furthermore, the case studies that would provide real life practice have no solutions or discussion points so they are kind of waste with no one to discuss them with and no answers/explanations of answers.

This book was purchased for a student who is interested in Marketing. She tells me she learned a lot from it

Great price and delivery speed for anyone who needs this textbook.

GREAT BOOK IF YOUR LEARNING FASHION!

Great for reference decent price.

I purchased this book for class. I loved the layout of the book and the exercises in each chapter. This book is a must have for those in retail.

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