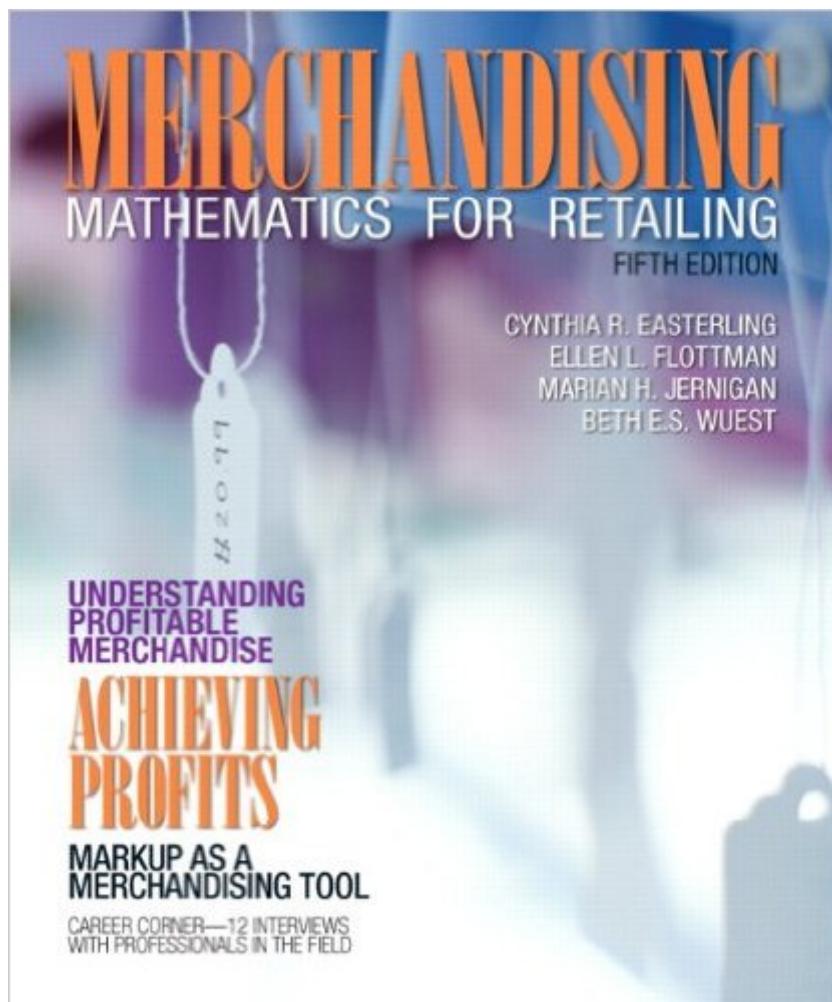


The book was found

Merchandising Mathematics For Retailing (5th Edition) (Fashion)



Synopsis

Written by experienced retailers, *Merchandising Mathematics for Retailing, 5/e* introduces students to the essential principles and techniques of merchandising mathematics, and explains how to apply them in solving everyday retail merchandising problems. Instructor- and student-friendly, it features clear and concise explanations of key concepts, followed by problems, case studies, spreadsheets, and summary problems using realistic industry figures. Most chapters lend themselves to spreadsheet use, and skeletal spreadsheets are provided to instructors within the Instructor's Manual. This edition is extensively updated to reflect current trends, and to discuss careers from the viewpoint of working professionals. It adds 20+ new case studies that encourage students to use analytic skills, and link content to realistic retail challenges. This edition also contains a focused discussion of profitability measures, and an extended discussion of assortment planning.

Book Information

Series: Fashion

Paperback: 336 pages

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Language: English

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Product Dimensions: 9 x 0.5 x 10.8 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 3.2 out of 5 starsÂ See all reviewsÂ (9 customer reviews)

Best Sellers Rank: #254,156 in Books (See Top 100 in Books) #102 inÂ Books > Business & Money > Economics > Commerce #1453 inÂ Books > Arts & Photography > Decorative Arts & Design #5327 inÂ Books > Textbooks > Business & Finance

Customer Reviews

I am really sorry I never rate this low but, frustration from calculations that are unclear, is exhausting. This needs revisions. Very vague explanations. Should not have to spend over 4 hours to try and figure out one aspect of the problem.

It was a class textbook. We didn't do the exercises in class, but having them available along with the answer key allowed me more practice. I got an "A" in the class. There are a few typos, however.

Merchandising Mathematics for Retailing has been little to no help for me in my buying class. I am pretty good at math and I actually enjoy it but this textbook makes me hate it. The problems and formulas are worded in a way that are really confusing. For example, there are two different formulas in the book one for average commission earnings per hour and one for average earnings per hour and there's a problem that asks for average earnings per hour but what they're really looking for is the average commission earnings per hour. As a result I wasted a good amount of time trying to figure out how to use the wrong formula on the problem. If I had not checked the answer at the back of the book, I would have never known I was doing it incorrectly. This happens throughout the text. Also there are problems where they never even explain how to solve them. This leaves me struggling for hours trying to figure out how to do one problem instead of just teaching it to me in the first place like textbooks are meant to do. I am extremely frustrated with this text, I have to use it for the entire semester and the problems are just going to become more difficult to understand.

It contains lot of helpful knowledge needs for retail, but it also has so many wrong answers and numbers, and I think a math textbook should always have right numbers. It confuses students. Explanation was also very confusing.

This book sucks, has tons of mistakes and doesn't explain anything to you.

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