



# Silent Selling: Best Practices And Effective Strategies In Visual Merchandising

*Judith A. Bell, Kate Ternus*

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This edition of Silent Selling captures the direction in which today's retail industry is moving and leads students beyond the basics of visual merchandising. Readers will benefit from an understanding of experts' recent discoveries and learn valuable new techniques. They are encouraged to think out of the box, while using Bell's Look-Compare-Innovate model. With these informational tools, students can learn to create and deliver professional presentations that will facilitate their move from the classroom to the workplace.

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