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Marketing Essentials Chapter 18, Section 18.1 Visual Merchandising and Display Display X refers to the visual and artistic aspects of presenting a product to a target group of customers. Visual merchandising, by contrast, encompasses the visual and artistic aspects of the entire business Marketing Essentials Chapter 18 - modapktown.com

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CHAPTER 18 Visual Merchandising and Display

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Section 18.1 Display Features Section 18.2 Artistic Design

Marketing Essentials 2012 - Chapter 18 Activity. Visual merchandising is a form of promotion because its artistic aspects focus on the customer's _____ . emotional buying mo-

tives. The storefront projects a brand identity and distinguishes a store from its _____ . .

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Chapter 17

PPT - n Chapter 18 Visual Merchandising and Display ...

Explain why promotion is an important marketing function. Section 17.1 1. Promotion is an important marketing function because it is used to inform, persuade, or remind people about a company's products and its image. 17.1

INTRODUCE THE CHAPTER. Chapter 18 introduces the importance of visual merchandising as a promotional strategy to attract potential customers and to create a desired business image. The chapter explains the concepts of visual merchandising and display, and identifies the ways in which cultural and ethnic differences impact visual merchandising. It presents the different types of displays, the key steps in display preparation, the artistic elements necessary for successful displays, and ...

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SECTION 18.1 Display Features Store Interior The selection of floor and wall coverings, lighting, colors, and store fixtures can powerfully affect the store image. Example Thick carpeting can portray a luxurious image. Fixtures are permanent or movable store furnishings, such as display cases, counters, shelving, racks, and benches. 18 SECTION 18.1

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CHAPTER 18 Visual Merchandising and Display

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