



Silent Selling: Best Practices and Effective Strategies in Visual Merchandising

By Judith Bell, Kate Ternus



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Capturing the direction and evolution of today's retail industry, *Silent Selling: Best Practices and Effective Strategies in Visual Merchandising*, 4th Edition, is a multi-disciplinary blend of practical activities and creative problem-solving that takes readers beyond the basics of visual merchandising. Readers gain an understanding of experts' recent discoveries and learn valuable techniques while being encouraged to think outside the box 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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Editorial Review

About the Author

Judith Bell is the Group Manager of Creative Merchandising Solutions for Target. She is in her 22nd year at the corporation where she offers inspiration to presentation, product development, and merchant teams. In 2010, Bell was voted one of the top ten 'Retail Design Influencers' by colleagues nationwide and in 2006 was named a 'Retail Design Luminary' at the Dynamic Date Inc. (DDI) Portfolio event.

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