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Bette K. Tepper, Marla Greene

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This best-selling textbook meets the needs of students who will be directly or indirectly involved in the activities of merchandising and buying at the retail level. *Mathematics for Retail Buying* explains the essential concepts, practices, procedures, calculations, and interpretations of figures that relate to producing profitable retail buying and selling operations. This edition introduces a new co-author and a thoroughly updated approach that incorporates actual retail scenarios and concepts that are relevant to the fashion industry today. The book has been reorganized to begin with an introduction to profitability, and includes more linear chapter titling to make the book easy to use and navigate. The chapter on dollar planning and control has been expanded to include more coverage of six month planning process and assortment planning. The new edition integrates current retail business metrics and a range of sample data sets for student practice. An additional section in each chapter explains how the next chapter builds on the previous, and cumulative problems connect each chapter concept. More than 250 practice problems and 20 case studies apply industry concepts and terminology in realistic merchandising situations. A companion website now contains all practice problems from the text, plus brand new case studies and allows hands-on practice computing retail buying functions and setting up formulas in spreadsheet format.

Introducing *Mathematics for Retail Buying* STUDIO--an online tool for more effective study!

- ~**Study smarter** with self-quizzes featuring scored results and personalized study tips
- ~**Review concepts** with flashcards of terms and definitions and key formulas
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This bundle includes *Mathematics for Retail Buying*, 8th Edition and *Mathematics for Retail Buying* STUDIO Access Card.

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