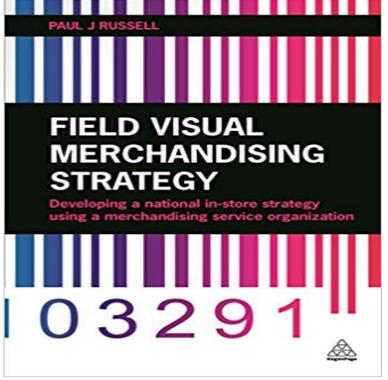
Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization



Due to the fierce competition among brands for a strong visual product placement and presentation to attract consumers, many companies are beginning to use merchandising services to help them stand out on a crowded retail store floor.This book is a comprehensive step-by-step guide to developing and launching a national in-store merchandising strategy. Merchandising and marketing expert Paul Russell covers how to select the right merchandising service organization, team training, merchandising standards, and planograms. He also provides real world insights on how visual merchandising works at a strategic level.

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