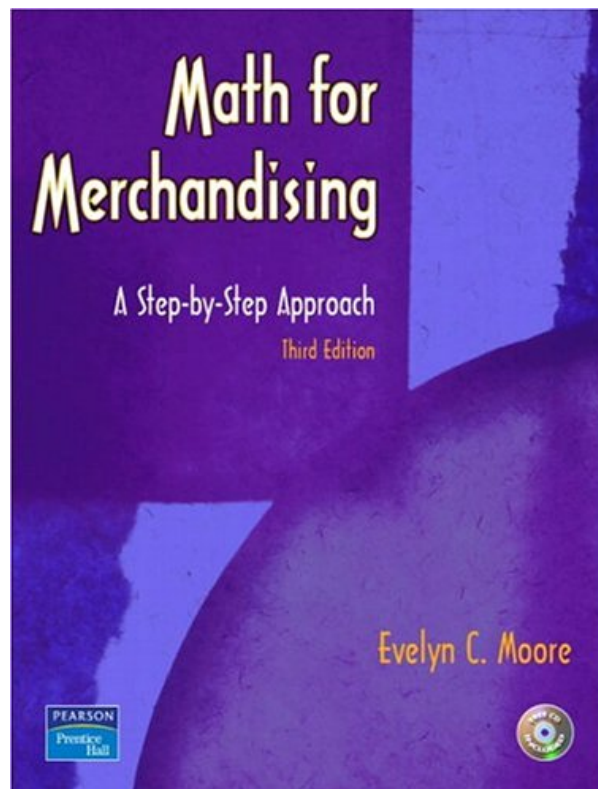
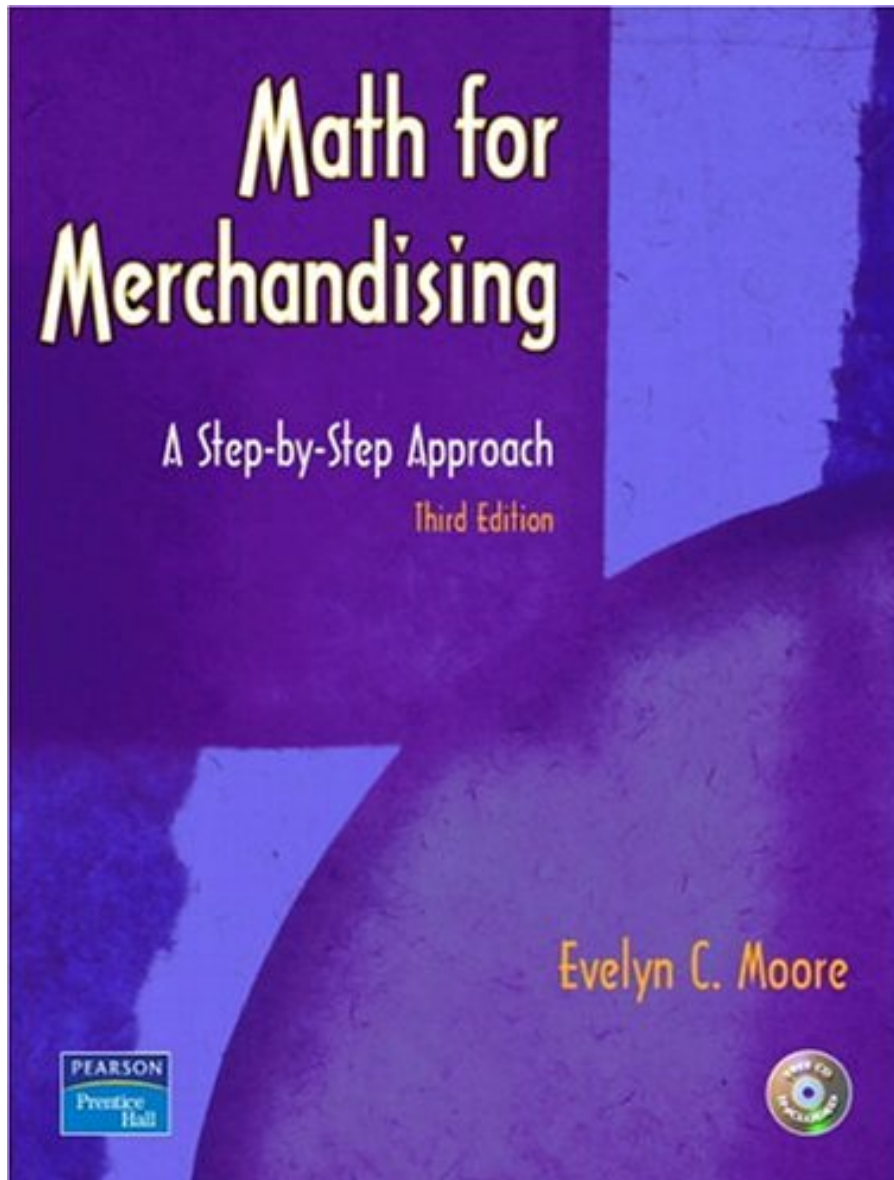


MATH FOR MERCHANDISING: A STEP-BY-STEP APPROACH (3RD EDITION) BY EVELYN C. MOORE



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I highly recommend this book for those who want a detailed understanding of the math required for merchandising. I have recently changed positions from a Buyer to Merchandiser in a medium sized company and this book has really helped me to fast track through the math I will need in my new position. Thanks for such an easy to understand book.

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About the Author

EVELYN C. MOORE

A graduate of Youngstown State University with a degree in business administration, Evelyn worked her way through the ranks as a sales associate, clerical, assistant buyer, and buyer at Ohio's Strouss Department Store, a division of the May Company. In that experience, she found the opportunity to participate in the May Company Executive Training Program. The classes, designed and presented by seasoned store leaders, were jammed with practical first-hand knowledge and made Evelyn realize that her first love was training and development.

Learning directly from the pros also made her realize the wide gap between college courses based on definitions and theory—versus the needed on-the-job skills. With the desire to bridge the gap, Evelyn returned to school and earned teaching certificates for grades K-12, secondary, and adult education programs. Upon entering the teaching arena, she found there were many other students who once, like her, asked, "OK, what do I do first? How do I start? What advice do you have?" This need led Evelyn to find ways to make learning easier...to show students how to by giving them step-by-step tools that are practical and relevant for the merchandising industry.

In fact, Evelyn has never stopped learning from the industry pros. This text is unique because it has been driven by industry colleagues who have critiqued the content and offered advice as it applies to the demands of the industry today and into the future. Together they shared the same goal—to provide a foundation that will help aspiring businessmen and women develop the indispensable decision-making skills essential to understanding the important merchandising concepts and measurements of performance.

Currently Evelyn is a specialized research consultant, as well as an adjunct instructor at Johnson & Wales University in North Miami Beach and a certified online facilitator. Formerly an instructor in the fashion program at the Art Institute of Fort Lauderdale (1987-1999) and earlier with Bauder College, a division of NEC, Evelyn also coauthored *Apparel Product Development*, Second Edition, Prentice-Hall, Inc., Copyright © 1998, 2001.

Evelyn is a 1996 and 1998 honoree in *Who's Who in America's Teachers* and a 1999 nominee for the National Achievement Awards as Distinguished Member of the Year by the Art Institute of Fort Lauderdale. She resides in Fort Lauderdale, Florida, with husband, Jesse, and sons, Peter and Zachary.

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