



# **Know Your Merchandise: For Retailers and Consumers**

Isabel B Wingate, Karen R Gillespie, M Barry

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#### **Know Your Merchandise: For Retailers and Consumers**

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Know Your Merchandise: For Retailers and Consumers Isabel B Wingate, Karen R Gillespie, M Barry A textbook discussing various types of products and basic facts about merchandising as they relate to the customer and the salesperson.



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