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A career as a retail buyer can be rewarding, with diverse and interesting day-to-day job requirements. Retail buyers are responsible for finding, negotiating, and purchasing merchandise sold in stores. It is a fast-paced job that requires knowledge of the retail industry as well as the basics of business.

The overall text is a great, one-stop-solution to teach both buying concepts and actual retail math execution." —John Conte, Wade College, USA "The text has good information relating to a buyer's role in retailing. . . A good text for a Basic Buying course." —Marla Green, LIM College, USA

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