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# Understanding Aesthetics For The Merchandising And Design Professional



## Synopsis

Bridging the gap between the study of aesthetics and its application in the merchandising and design environments, the 2nd Edition of Understanding Aesthetics presents a research-based focus on the concepts of aesthetics and their effect on product value and consumer behavior. The multisensory approach to studying the elements and principles of design helps students master the underlying factors of successful design and learn how products and their promotional surroundings can establish brand identity and create a pleasing environment for the consumer.

## Book Information

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## Customer Reviews

This book was purchased for an Aesthetics course. The only thing that is challenging about this book is that it is painful just to read through a sentence. The format, grammar, writing style, pictures, and references are terribly done. The text references pictures 5+ pages before or after the actual text. The full references are located mid-sentence and mid-paragraph and include every single author's name as opposed to using "et al". The writing style oscillates from colloquial to just plain snotty and self-indulgent on the author's part. The material and examples are mediocre at best. Most of the subject matter is common sense and/or represented better in other fashion related materials. Especially for the price, I had to give it a one star to discourage people from wasting their time with this book.

This book was overall decent. The information in it was useful, and helped me gain a good understanding of aesthetics as it relates to retail. The formatting, however, made it EXTREMELY

uncomfortable to read. There is literally a pause for references after every three words throughout the entire book. By the time I would finish a sentence, I'd forget what it was about because I had read so many names in the in-text citation. It drove me insane. The activities provided in each chapter were good, in my opinion, but the poor quality of many of the photos certainly detracted from the quality of the book. Overall, good content, but not worth nearly a hundred dollars.

This book has useful information, however it isn't as complete and as good as it looks. Also the quality of the images inside is terrible. Way too expensive for what it is.

very useful book, Love it.

Overall the book was in good shape and very helpful. I received it pretty quickly. I don't have anything else to say.

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