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Making Buying Decisions: Using the Computer as a Tool (Paperback)

By Richard Clodfelter

Bloomsbury Publishing PLC, United Kingdom, 2008. Paperback. Condition: New. 3rd Revised edition. Language: English . Brand New Book. This text is designed for use in a buying course with a heavy math emphasis. The book first presents merchandising concepts in a simple, understandable way and shows students how they can use computerized spreadsheets to perform related merchandising math operations. Activities then ask the student to apply what they ve learned by solving merchandising problems using spreadsheets that are included on the enclosed CD-Rom. Students will learn how the computer can help minimize the time it takes to perform repetitive calculations. By constructing and using spreadsheets for each mathematical operation, they will develop a better understanding of the merchandising concepts they re studying. This manual is designed to accompany the text Retail Buying, also by Richard Clodfelter. New to this Edition -- New and revised mathematical assignments -- Blank assignment forms included on the CD-Rom -- Increased coordination with companion text Retail Buying: From Basics to FashionCD-ROM Features-- Microsoft Excel(r) spreadsheets containing formulas -- PC and Mac compatible -- Instructor s Guide includes teaching suggestions, goals, lecture outlines.



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