



**Visual merchandising. Mirror and soul of a point of sales. Technical and manual**

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# Visual merchandising. Mirror and soul of a point of sales. Technical and manual

*Gianfranco Giacomma-Caire*

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Visual Merchandising is a technical manual with hundreds of photos and images; the book comes directly from the experience of the author, consolidated in more than thirty years of working as "image designer" for some of the biggest italian and international companies as BASF, JVC, Marnest, Mesaglio, Montedison...

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