



Escaparatismo comercial (Spanish Edition)

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A través de sus escaparates es como los comercios acceden a sus clientes. Es más, un buen escaparate puede llevar a un aumento en las ventas. Por ello, es fundamental conocer a fondo no sólo las funciones y objetivos que puede tener un escaparate, sino también los efectos psicológicos que producen en el consumidor las distintas técnicas utilizadas en Escaparatismo. Junto a estas ideas, la presente obra muestra cómo realizar un estudio sobre el diseño y montaje de escaparates en diferentes tipos de establecimientos comerciales. Tema 1. Análisis del escaparate. Tema 2. Diseño e imagen del escaparate comercial. Tema 3. Montaje. Tema 4. Presupuesto.

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