The Big Book of Retail Design
Everything You Need to Know About Designing a Store
Katelijn Quartier

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- Very practical with tools, models, diagrams and manuals
- Reference work for academics: Clear set of definitions and overview of all terminology
- Richly illustrated overview

This **Big Book** helps you make design decisions for shops. With the advent of e-commerce, the role that physical stores played changed dramatically. Their right to exist is not in question, but the need for a different design for these stores is high. This book provides the necessary knowledge to design the store for the future. It provides a complete overview of background and research on the necessary tools, to reflections on the challenges of the future.

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