



Understanding Aesthetics for the Merchandising and Design Professional

By Ann Marie Fiore

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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.

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About the Author

Ann Marie Fiore is a professor, Director of Graduate Education, and Co-Associate Chair of the Department of Apparel, Educational Studies, and Hospitality Management at Iowa State University.

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