

# Crossing Fifth Avenue To Bergdorf Goodman: An Insider's Account On The Rise Of Luxury Retail By Ira Neimark

By Ira Neimark

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Ira Neimark is a legendary retail executive whose career spans several decades. As chairman and CEO of Bergdorf Goodman, Ira Neimark's Followers.

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I wrote a review for the other book this author wrote to let everyone know that these are TWO DIFFERENT books! Which is wonderful because you get TWO different books

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