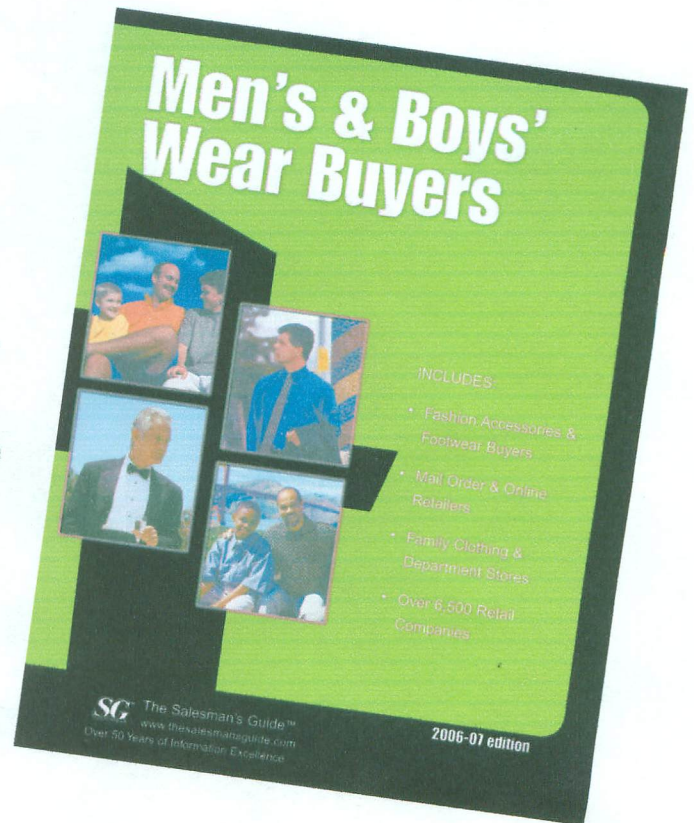


# Men's & Boys' Wear Buyers

**O**ver 80% of this directory has been updated to provide access to executives and buyers for major U.S. and Canadian men's and boys' apparel. These business professionals are presidents, owners, merchandise managers, and purchasing and procurement managers who select and purchase from the entire spectrum of men's and boys' apparel. With over 12,000 contacts listed inside, this book is a must have for the apparel industry.



## Highlights:

- **More than 12,000 Executives & Buyers at over 6,500 Companies Throughout the U.S. and Canada**
- **Family Clothing and Department Stores**
- **Fashion Accessory and Footwear Buyers**
- **Available on CD-ROM**

- **Fully Searchable CD-ROM Databases!!**

*Import into the following programs:*

- Microsoft Access
- Microsoft Excel
- Goldmine
- dBase
- Act

Listings include the following data elements: company & division name, contact names & titles, street & P.O. Box addresses, phone & fax numbers, Web site addresses, general e-mail addresses, type of business, dollar volume spent on corporate gift purchases, and number of employees.



The Salesman's Guide™

Over 50 years of Information Excellence