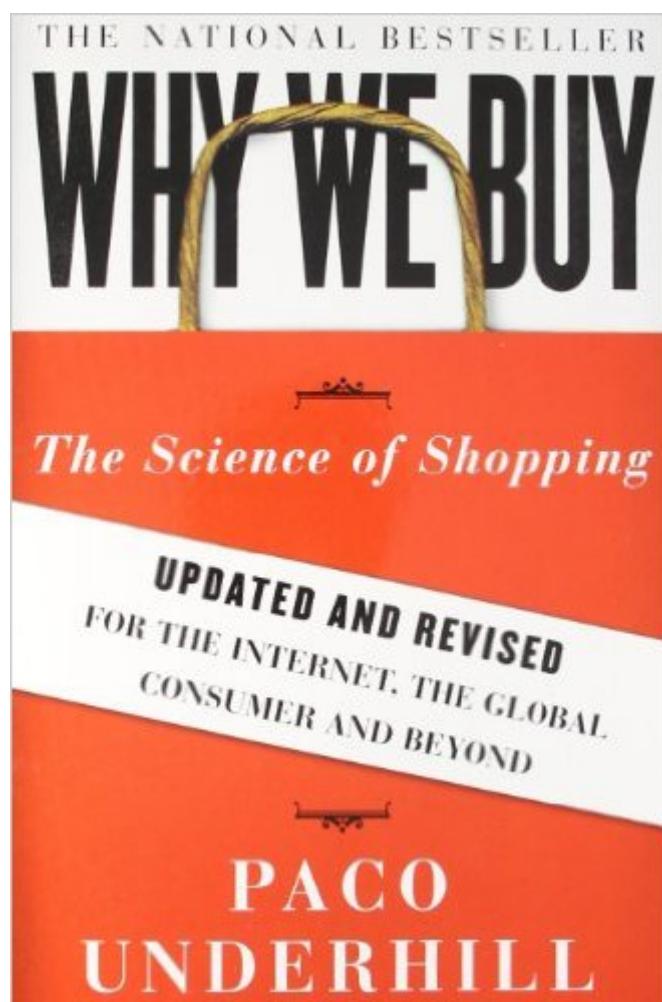


The book was found

Why We Buy: The Science Of Shopping--Updated And Revised For The Internet, The Global Consumer, And Beyond



Synopsis

Revolutionary retail guru Paco Underhill is back with a completely revised edition of his classic, witty bestselling book on our ever-evolving consumer cultureâ "full of fresh observations and important lessons from the cutting edge of retail such as Internet behemoths and iTunes as well as the globalization of retail in the worldâ "s emerging markets. This enlightening edition includes new information on: -The latest trends in online retailâ "what retailers are doing right and what theyâ "re doing wrongâ "and how nearly every Internet retailer from iTunes to can drastically improve how it serves its customers. -A guided tour of the most innovative stores, malls and retail environments around the worldâ "almost all of which are springing up in countries where prosperity is new. An enormous indoor ski slope attracts shoppers to a mall in Dubai; an uber-luxurious Sao Paolo department store provides its customers with personal shoppers; a mall in South Africa has a wave pool for surfing. The new Why We Buy is an essential guide that offers advice on how to keep your changing customers and entice new and eager ones.

Book Information

Paperback: 320 pages

Publisher: Simon & Schuster; Upd Rev edition (December 30, 2008)

Language: English

ISBN-10: 1416595244

ISBN-13: 978-1416595243

Product Dimensions: 5.5 x 0.8 x 8.4 inches

Shipping Weight: 9.9 ounces (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 starsÂ See all reviewsÂ (293 customer reviews)

Best Sellers Rank: #8,214 in Books (See Top 100 in Books) #4 inÂ Books > Business & Money > Marketing & Sales > Marketing > Research #22 inÂ Books > Business & Money > Marketing & Sales > Consumer Behavior #27 inÂ Books > Politics & Social Sciences > Anthropology > Cultural

Customer Reviews

The first four parts of this book are absolutely fascinating. It's an in depth look at the psychology of shopping and it is exactly what the title promises. Underhill's company gets paid to spy on people in stores and see what they're doing wrong and right. The gems in this book are the anecdotes and the specific revelations about how any obstacle you put in the way of a shopper drops your sales figures. Any way you can make life easier raises your sales. This all seems sort of obvious, but most people running the businesses don't think it through. One example is the entry zone at the front of

the store - you'd think that's a prime location for signage, deals, brochures, etc. But when you're headed through the door into the store you see almost nothing and stop for almost nothing, and then (in America) you tend to drift to the right and then you're 'in' the store. If you put a store directory just inside the door, nobody uses it. Move it back a bit so you can find it once you're into the store and suddenly it's heavily utilized. He has hard observational data for all these, so they're compelling in addition to being fascinating. And of course all the bad examples are great fun to read (seniors crawling along floors trying to read labels on badly shelved medicine), as are the descriptions of how different groups shop (male vs female, old vs young, parents vs. single, etc.) The whole book is pretty much a commercial for Underhill's company, but it's still informative and fun reading. Where the book falls down is at the end, where a chapter on the Internet is shoehorned in and a perfunctory shout out to each of Envirosell's worldwide branches is included.

[Download to continue reading...](#)

Why We Buy: The Science of Shopping--Updated and Revised for the Internet, the Global Consumer, and Beyond Why We Buy, Updated and Revised Edition: The Science of Shopping Kelley Blue Book Consumer Guide Used Car Edition: Consumer Edition July - September 2016 (Kelley Blue Book Used Car Guide Consumer Edition) Why We Buy: The Science Of Shopping Shopping Survival Guide for Men: How a Man Can Survive a Shopping Experience Without Having to Gnaw His Arm Off The Franchise Game: Discover The 7 Strategic Moves To Buying A Winning Franchise - How To Buy A Franchise - Franchising - How To Buy A Business (How To ... Types of Franchising You Can Buy Book 1) Decoding the New Consumer Mind: How and Why We Shop and Buy Consumer-Centric Category Management : How to Increase Profits by Managing Categories based on Consumer Needs Shopping for Furniture on the Internet Consumer Reports Life Insurance Handbook: How to Buy the Right Policy from the Right Company at the Right Price Shopping for Bombs: Nuclear Proliferation, Global Insecurity, and the Rise and Fall of the A.Q. Khan Network SuperFreakonomics: Global Cooling, Patriotic Prostitutes, and Why Suicide Bombers Should Buy Life Insurance SuperFreakonomics, Illustrated edition: Global Cooling, Patriotic Prostitutes, and Why Suicide Bombers Should Buy Life Insurance Super Freakonomics: Global Cooling, Patriotic Prostitutes, and Why Suicide Bombers Should Buy Life Insurance Setting Up A Linux Internet Server Visual Black Book: A Visual Guide to Using Linux as an Internet Server on a Global Network Buy Gold and Silver Safely: The Only Book You Need to Learn How to Buy or Sell Gold and Silver Buy "Hot" Franchises Without Getting Burned - A How To Franchise Guide: Helping You Make the Best Decision When You Buy A Franchise The Undercover Economist: Exposing Why the Rich Are Rich, the Poor Are Poor--and Why You Can Never Buy a Decent Used Car! The

Brain Audit: Why Customers Buy (And Why They Don't) The New Age of Consumer Wearables:
Internet of Smart Things (Wearable Computers)

[Dmca](#)