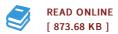




Inside the Mind of the Shopper: The Science of Retailing

By Ph.D. Herb Sorensen

Pearson Education (US), United States, 2009. Paperback. Book Condition: New. 228 x 153 mm. Language: English . Brand New Book. What do you really do when you shop? The answers are fascinating and, for retailers, they re cash in the bank. In Inside the Mind of the Shopper: The Science of Retailing, world-renowned retail consultant Dr. Herb Sorensen, Ph.D. uncovers the truth about the retail shopper and rips away the myths and mistakes that lead retailers to miss their greatest opportunities. Every year, says Sorensen, shoppers will spend a quadrillion seconds in supermarkets and they Il waste 80 of that time. Sorensen analyzes consumer behavior-how shoppers make buying decisions as they move through supermarkets and other retail stores-and presents powerful, tested strategies for designing more effective stores, improving merchandising, and driving double-digit sales increases. He identifies simple interventions that can have dramatic sales effects, and shows why many common strategies simply don t work. You Il learn how to appeal to the quick trip shopper; make the most of all three moments of truth; understand consumers powerful in-store migration patterns; improve collaboration between manufacturers and retailers; learn the lessons of Stew Leonard s and other innovators; and much more....



Reviews

Extremely helpful to all category of individuals. I have got go through and that i am confident that i will likely to read through once again again later on. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Nikita Herzog

It is simple in go through preferable to comprehend. It is full of wisdom and knowledge It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Leif Predovic

Relevant PDFs



Readers Clubhouse Set B What Do You Say

Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. Ann Losa (illustrator). 142 x 13 mm. Language: English . Brand New Book. This is volume six, Reading Level 2, in a comprehensive program (Reading Levels 1 and 2) for beginning readers. Two...



How The People Found A Home-A Choctaw Story, Grade 4 Adventure Book

McGraw Hill. Soft cover. Book Condition: Brand New. Dust Jacket Condition: No Dust Jacket. Brand New In Softcover Format, How The People Found A Home-A Choctaw Story, Grade 4 Adventure Book. 1-1-3.



Weebies Family Halloween Night English Language: English Language British Full Colour

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Children's Weebies Family Halloween Night Book 20 starts to teach Pre-School and Junior Children how to read with this...



Cat Humor Book Unicorns Are Jerks A Funny Poem Book For Kids Just Really Big Jerks Series

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 92 pages. Dimensions: 9.0in. x 6.0in. x 0.2in.LIMITED-TIME SPECIAL: Special Bonus Inside! Thats right. . . For a limited time you can download a FREE audiobook version...



Klara the Cow Who Knows How to Bow (Fun Rhyming Picture Book/Bedtime Story with Farm Animals about Friendships, Being Special and Loved. Ages 2-8) (Friendship Series Book 1)

Createspace, United States, 2015. Paperback. Book Condition: New. Apoorva Dingar (illustrator). Large Print. 214 x 149 mm. Language: English. Brand New Book ***** Print on Demand *****. Klara is a little different from the other cows, because she has a very special...



Daddyteller: How to Be a Hero to Your Kids and Teach Them What's Really by Telling Them One Simple Story at a

Createspace, United States, 2013. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****. You have the power, Dad, to influence and educate your child. You can teach your child about a virtue or...