



Why We Buy: The Science of Shopping--Updated and Revised for the Internet, the Global Consumer, and Beyond

By Paco Underhill

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Revolutionary retail guru Paco Underhill is back with a completely revised edition of his classic, witty bestselling book on our ever-evolving consumer culture—full of fresh observations and important lessons from the cutting edge of retail such as Internet behemoths Amazon and iTunes as well as the globalization of retail in the world's emerging markets.

This enlightening edition includes new information on:

-The latest trends in online retail—what retailers are doing right and what they're doing wrong—and how nearly every Internet retailer from iTunes to Amazon can drastically improve how it serves its customers.

-A guided tour of the most innovative stores, malls and retail environments around the world—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 Paulo 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.

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Editorial Review

Review

"At last, here is a book that gives this underrated skill the respect it deserves." -- *The New York Times*

" Thanks, Mr. Underhill, for explaining in clear and witty prose why my shopping habits are not all that crazy. Now, please tell my wife!" -- Bob Gale, writer/producer, *Back to the Future* trilogy

"I'm in love. And if I didn't have a devoted husband, two kids and a crushing mortgage, I swear I'd throw caution to the wind and run away with Paco Underhill...fascinating." -- *Rocky Mountain News* (Denver)

"*Why We Buy* is a funny and insightful book for people on both sides of the retail counter." -- Michael Gould, CEO, Bloomingdale's

About the Author

Paco Underhill is the founder and CEO of Envirosell, Inc. His clients include Microsoft, McDonald's, adidas, and Estee Lauder. He is a regular contributor to *The Wall Street Journal* and *The New York Times*. He lives in New York City.

Users Review

From reader reviews:

Joyce Coolidge:

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prospect easily to understand by many individuals. The printed and e-book are not different in the information but it just different by means of it. So , do you still thinking Why We Buy: The Science of Shopping--Updated and Revised for the Internet, the Global Consumer, and Beyond is not loveable to be your top listing reading book?

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