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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.

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Hailed by the San Francisco Chronicle as "a Sherlock Holmes for retailers," author and research company CEO Paco Underhill answers with a definitive "yes" in



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this witty, eye-opening report on our ever-evolving consumer culture. Why We Buy is based on hard data gleaned from thousands of hours of field research – in s

Why We Buy: The Science of Shopping by Paco Underhill

The Science of Shopping - Why We Buy by Paco Underhill Why We Buy draws on observations of real shoppers' behavior to understand the way people make purchases. It presents advice on how to design and tweak stores to optimize the shopping experience for customers, and thereby increase sales.

Why We Buy by Paco Underhill - Blinkist

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Underhill creates a compelling, readable reference for anyone interested in retail shopping and merchandising. The focus on shopper behavior is particularly useful; what I found most valuable from a sales training standpoint is: + superb insights on optimal signage, pathing and display combinations

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

Why We Buy: The Science Of Shopping eBook:  
Underhill, Paco ...

Introduction In an effort to discover why we buy, Paco Underhill set out a mission using video equipment, store maps and customer profile sheets to gather

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research. Once his business began to grow he founded a consulting firm, Envirosell, and began to discover over 900 aspects between the shopper and the store.

### Why We Buy - Coroflot

Paco Underhill is an environmental psychologist, author, and the founder of market research and consulting company Envirosell. He employs the basic idea of environmental psychology, that our surroundings influence our behavior, to find ways of structuring man-made environments to make them conducive to retail purposes.

### Paco Underhill - Wikipedia

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Hailed by the San Francisco Chronicle as "a Sherlock Holmes for retailers," author and research company CEO Paco Underhill answers with a definitive "yes" in this witty, eye-opening report on our ever-evolving consumer culture. Why We Buy is based on hard data gleaned from thousands of hours of field research -- in shopping malls, department stores, and supermarkets across America. With his team ...

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