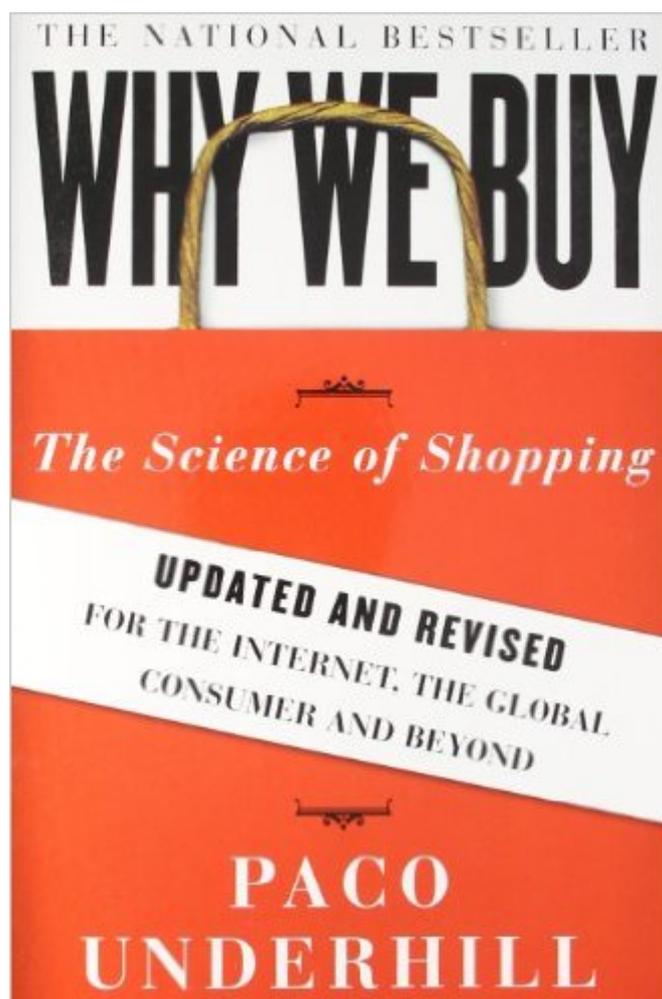


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# Why We Buy: The Science Of Shopping--Updated And Revised For The Internet, The Global Consumer, And Beyond



## Synopsis

Revolutionary retail guru Paco Underhill is back with a completely revised edition of his classic, witty bestselling book on our ever-evolving consumer culture—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 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 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 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

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## 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.

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