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Why We Buy 1 | Page 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 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.

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Why We Buy The Science of Shopping Updated and Revised

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We also have maybe a dozen handheld computers on which we take down the answers from the thousands of shopper interviews we conduct, and there are some odd laptops in there, too, plus all manner of tripods, mounts, lenses and other camera accessories, including lots of duct tape.

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Paco Underhill, founder and CEO of Envirosell and author of Why We Buy: The Science of Shopping, explains how he sizes up a shop for its selling potential. Also: why spending may not slow even in

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Why We Buy The Science of Shopping Updated and Revised

In Paco Underhill s informative text, Why We Buy: The Science of Shopping, he explores some of the numerous factors that cause consumers to purchase a good or service or deter them from making an acquisition.

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Why We Buy The Science of Shopping book by Paco Underhill

Why We Buy is as much an anthropological study as it is a business book. Paco Underhill describes what the title implies: Why We Buy. He looks at all of the elements that go into merchandising, such as the signage in a store, the width of the aisles, waiting times, and more.

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Why We Buy Book Review from TCI Management Consultants

Paco Underhill describes himself as an urban geographer and retail anthropologist. He is the founder of Envirosell, a research and consulting firm that specializes in improving retail environments in order to sell more product.

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Paco Underhill

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