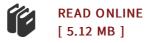




Bargain Fever: How to Shop in a Discounted World

By Mark Ellwood

Penguin Putnam Inc. Paperback. Book Condition: new. BRAND NEW, Bargain Fever: How to Shop in a Discounted World, Mark Ellwood, "This book is a bargain hunter's bible." -- Michael Tonello, author, "Bringing Home the Birkin" These days almost half of everything is sold at some kind of discount. This seismic shift has made shoppers more savvy than ever, generating phenomena like extreme couponing, flash sales, and Groupon. But meanwhile, retailers have developed their own tricks to protect their profit margins, including secret sales, shifting prices, and shredding perfectly good clothes. In this playful, deeply researched book, Mark Ellwood uncovers the sleights of hand that sellers employ to hoodwink unsuspecting buyers. He takes us from the floor of upscale department store Bergdorf Goodman to the bustling aisles of a Turkish bazaar, from the outlets of rural Pennsylvania to a town in Florida that's the spiritual capital of couponing. His book is a manual for thriving in this new era, when deal hunting has gone from being a sign of indigence to one of intelligence.



Reviews

I actually began looking at this pdf. It is actually rally interesting through reading time period. You will not really feel monotony at at any time of your respective time (that's what catalogues are for concerning if you ask me).

-- Brayan Mohr Sr.

A superior quality publication along with the font used was fascinating to learn. I have read through and i also am certain that i am going to going to go through yet again again in the future. Your life period will likely be enhance the instant you total reading this publication.

-- Donnie Rice