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INSIDE THE MIND OF THE SHOPPER: THE SCIENCE OF RETAILING



Pearson Education (US), United States, 2009. Paperback. Book Condition: New. 228 x 153 mm. Language: English. Brand New Book. What do you really do when you shop? The answers are fascinating and, for retailers, they re cash in the bank. In Inside the Mind of the Shopper: The Science of Retailing, world-renowned retail consultant Dr. Herb Sorensen, Ph.D. uncovers the truth about the retail shopper and rips away the myths and mistakes that lead retailers to miss their greatest...

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- Authored by Ph.D. Herb Sorensen
- Released at 2009



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