

Shoppology: The Science of Supermarket Shopping & a Strategy to Spend Less and Get More

By Phillip Adcock

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For shoppers and retailers, brand owners and marketers, this book will illustrate how purchasing decisions are made, what lies behind them and how to become a smarter shopper or retailer. Follow and apply the practical steps in this book, and you'll be able to recognise you own approach to shopping and become more efficient and practical shoppers (or retailers). In fact anybody who parts with or takes payment in a traditional bricks and mortar store will make economic gains from putting into practice what's described in this book.It sets out to accomplish something unique: It aims to bring together the latest learnings regarding how the human brain, mind and body function and to distil them down into the everyday language. The book brings together science and self-help and offers supermarket shoppers straightforward advice as to why they do what they do. It also presents a blueprint for managing our own state of mind to become more efficient shoppers.

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