



## Experience Shopping: Where, Why and How People Shop (Paperback)

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By -

Lannoo, Belgium, 2009. Paperback. Condition: New. Language: Dutch; Flemish. Brand new Book. Shopping has become an increasingly important aspect of life - it has become one of the favourite leisure activities of the twenty-first century. But where do we shop? And why? How do we choose where to shop and what to buy? What drives the need for 'retail therapy'? Experience Shopping analyses the things that retailers do to entice the shopper - to get into our brains, our emotions and our lives. The book includes major brand names such as Starbucks, The Gap, Apple, Nokia, Orange, Nike and Armani.

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