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# Why We Buy: The Science of Shopping--Updated and Revised for the Internet, the Global Consumer, and Beyond

By Paco Underhill



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## Why We Buy: The Science of Shopping--Updated and Revised for the Internet, the Global Consumer, and Beyond By Paco Underhill

Revolutionary retail guru Paco Underhill is back with a completely revised edition of his classic, witty bestselling book on our ever-evolving consumer culture—full of fresh observations and important lessons from the cutting edge of retail such as Internet behemoths Amazon and iTunes as well as the globalization of retail in the world's emerging markets.

This enlightening edition includes new information on:

- The latest trends in online retail—what retailers are doing right and what they're doing wrong—and how nearly every Internet retailer from iTunes to Amazon can drastically improve how it serves its customers.

- A guided tour of the most innovative stores, malls and retail environments around the world—almost all of which are springing up in countries where prosperity is new. An enormous indoor ski slope attracts shoppers to a mall in Dubai; an uber-luxurious Sao Paulo department store provides its customers with personal shoppers; a mall in South Africa has a wave pool for surfing.

The new *Why We Buy* is an essential guide that offers advice on how to keep your changing customers and entice new and eager ones.



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### **Editorial Review**

#### **Review**

"At last, here is a book that gives this underrated skill the respect it deserves." -- *The New York Times*

"Thanks, Mr. Underhill, for explaining in clear and witty prose why my shopping habits are not all that crazy. Now, please tell my wife!" -- Bob Gale, writer/producer, *Back to the Future* trilogy

"I'm in love. And if I didn't have a devoted husband, two kids and a crushing mortgage, I swear I'd throw caution to the wind and run away with Paco Underhill...fascinating." -- *Rocky Mountain News* (Denver)

"*Why We Buy* is a funny and insightful book for people on both sides of the retail counter." -- Michael Gould, CEO, Bloomingdale's

#### **About the Author**

Paco Underhill is the founder and CEO of Envirosell, Inc. His clients include Microsoft, McDonald's, adidas, and Estee Lauder. He is a regular contributor to *The Wall Street Journal* and *The New York Times*. He lives in New York City.

### **Users Review**

#### **From reader reviews:**

##### **Will Cathcart:**

Have you spare time for any day? What do you do when you have more or little spare time? Yeah, you can choose the suitable activity regarding spend your time. Any person spent their spare time to take a stroll, shopping, or went to the Mall. How about open or read a book titled Why We Buy: The Science of Shopping--Updated and Revised for the Internet, the Global Consumer, and Beyond? Maybe it is for being best activity for you. You know beside you can spend your time with the favorite's book, you can cleverer than before. Do you agree with it is opinion or you have different opinion?

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