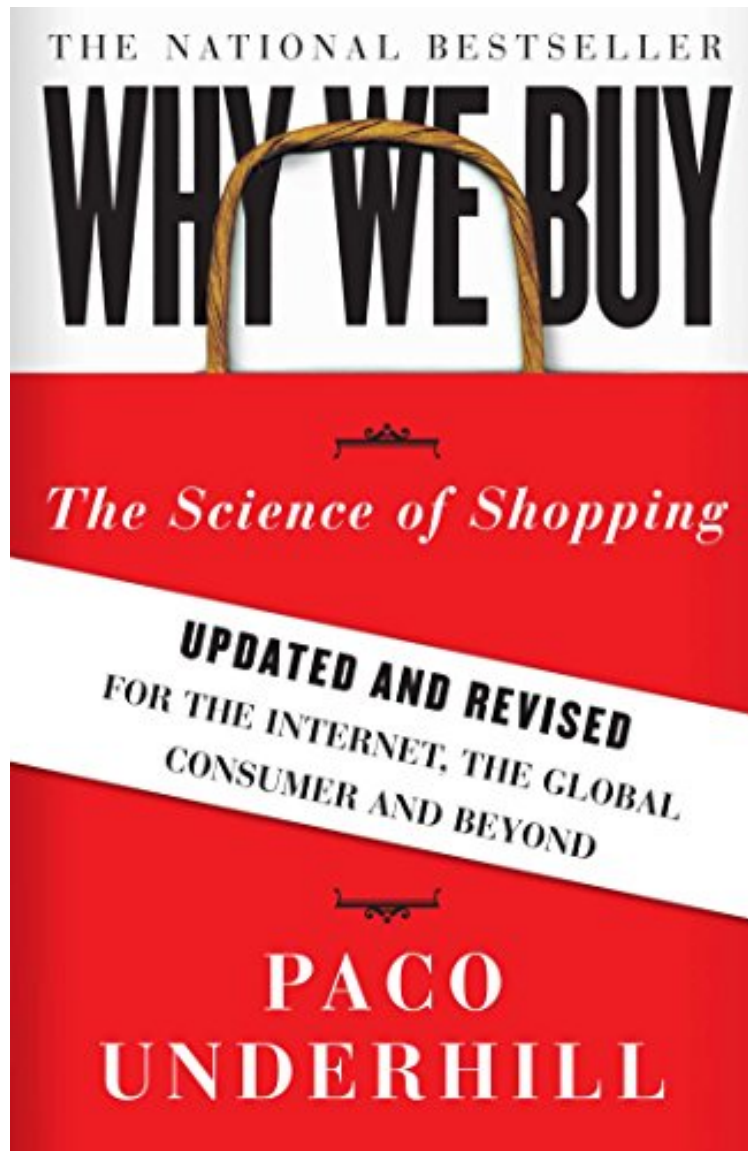


## Why We Buy: The Science Of Shopping

*Paco Underhill*

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**Paco Underhill : Why We Buy: The Science Of Shopping** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Why We Buy: The Science Of Shopping:

0 of 0 people found the following review helpful. The internet chapter is a little thin and felt like it was written in a hurry without much data. By Clare I recently saw this suggested by some retail consultants so thought I would give it a try. If you have a store or are planning to open one there are some interesting points that could help you make the design and layout of your store more customer friendly. The internet chapter is a little thin and felt like it was written in a hurry without much data, it does pose some interesting questions but much of it is already out of date. I hope that

as shopping moves more online they will have the kind of data from online shoppers that they have on brick and mortar. I am unsure what the purpose of the chapters about his global offices is. 1 of 1 people found the following review helpful. The best book on User Research, ever. By Lada. I need to ask how many copies of this book I've ordered over the years, but I guess at least a couple of dozens. I am a professional User Researcher, and I both practice and teach research techniques daily. I marked this book as "the ultimate book on User Research" on my LinkedIn profile, and I stand by my recommendation. If you are a user researcher, a designer, or anyone who is interested in people's behavior and making sense of it, this is a must-have book for a number of reasons:- It opens your eyes to the hidden life of everyday things and everyday people's behavior. You will start noticing things around you that you've never noticed before.- It teaches you the art of observation, how to see things beyond simply looking at them. Even if people-watching has never been your favorite pastime, it may well be now. The book is about shopping, but what you learn applies to observing any human activity.- It's equally educational and entertaining. It's not a text book on user research techniques, and that's why I love it. It reveals to you many useful tips and techniques on doing research, particularly observation, without actually "teaching" or patronizing you in any way. You learn because you are engaged, fascinated and can't wait to turn the page. This is the best learning of all.- It's a mirror. Even if you don't want to learn how to observe others, you'll laugh at noticing your own shopping behaviors you may have never thought about. Stop reading reviews and start reading the book. Honestly. 1 of 1 people found the following review helpful. Outdated. By johnny. Disappointing read about the customer mindset in retail environments, mostly because it is woefully outdated. I follow Paco Underhill's articles when they appear in *Robins* or other magazines because he is among the best I've found who've immersed themselves in retail behavior studies and can write cogently about his findings. *Reading Why We Buy*, despite assurances from the author it's been updated numerous times, is mostly irrelevant in 2015 for all but those brand new to retail.

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.

"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.