



The Art of Shopping: How We Shop and Why We Buy

Siemon Scamell-Katz

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We are all shoppers a fact no company can ignore. Based on results of never publicly seen real-world research, using ethnographic and neuroscience studies on some of the world's leading brands and retailers, this is an insider's expose on how shoppers choose and buy brands (often without knowing how they do) and how brands can promote themselves. The author is one of the world's leading analysts of shopper behaviors. This book is the result of twenty years of pioneering research (from filming shoppers while in stores to brain scanning) into how people around the world really shop. It explores what we actually do, rather than what we think we do; how we really choose and make decisions to buy; and what really works for brands trying to persuade us to buy.

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