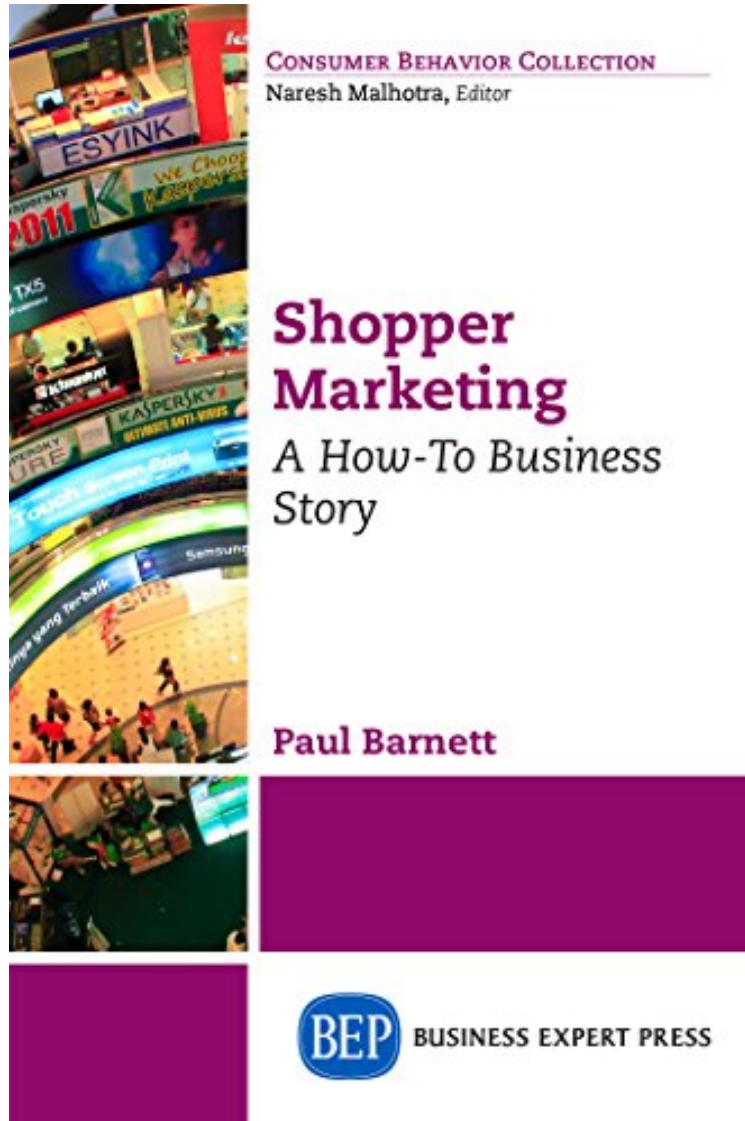


Shopper Marketing: A How-To Business Story

Paul Barnett

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shopper marketersBy CustomerPaul Barnett is an experienced marketer with significant global experience working for major brands.It's a valuable resource for any brand marketer / shopper marketer whose job includes understanding how target consumers behave as shoppers, in different channels and formats, and leveraging this intelligence to the benefit of all stakeholders (brands, consumers, retailers, and shoppers.)Shopper Marketing1 of 1 people found the following review helpful. great bookBy CustomerPaul is a passionate, experienced, professional marketer. His perspective on shopper marketing is truly inspirational. The book is a great asset to anyone who would love to develop the thinking along this line. A book that cant be missed!

The book outlines a practical approach to digital and physical shopper marketing to grow revenue and brand equity.A story runs through the book in the first part of each chapter, so that it is easier to connect the ideas and tools in the second part with a real-world scenario.The book follows the story of the Big Beverage Company, who receive a call from their biggest customer one afternoon asking for their help in getting the coffee category growing again.This sets the Big Beverage Company and their management team on a journey from being a brand-focused business, to one that understands how a broader emphasis on the category and its shoppers can lead to greater growth for themselves and their retail partners.The book contains over 300 industry and academic references, case studies as well as numerous examples from the author's own experience.Anyone interested in winning more shoppers should find ideas that they can start using immediately.

"Organisational storytelling at its best! A compelling practitioner's guide to demystify shopper marketing."nbsp;