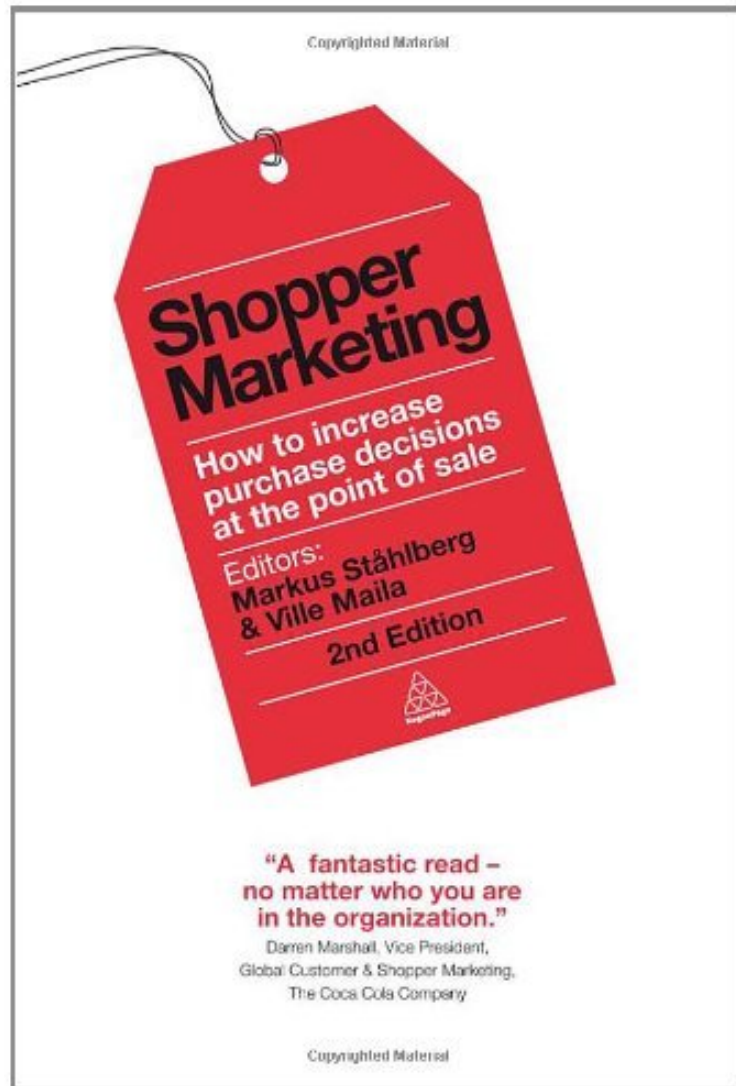


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Shopper Marketing: How to Increase Purchase Decisions at the Point of Sale

Markus Staring;hlberg, Ville Maila

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Markus Staring;hlberg, Ville Maila : Shopper Marketing: How to Increase Purchase Decisions at the Point of Sale before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Shopper Marketing: How to Increase Purchase Decisions at the Point of Sale*:

0 of 0 people found the following review helpful. Boring and basic
By Lucia
The main 2 flaws of this book are
1. It's poorly written in a way that's painfully boring to read even for someone that works in the industry and wants to learn more about shopper marketing
2. Even though it's presented as a useful book for real shopper marketers, it's information is so basic and the way it's presented can only help a college student get a initial look at shopper

marketing. I regret spending precious time on this. 8 of 9 people found the following review helpful. Needed a lot more polish and vision
By Edward E. Rigdon
There are probably some gems scattered within the text of this book, but they are hard to find. The book is a collection of contributions from various consultants. You know how it goes . . .
"shopper marketing" is a hot topic right now, just like "customer relationship management" was at one point, so consultants rush to re-label whatever they are doing so that it fits under the hot topic. There seems to have been little quality control, beyond copyediting, and not much in the way of a unifying vision. If you really want to learn about "shopper marketing," like I did, you probably won't learn much from this volume. Even the section headed, "What is Shopper Marketing?" doesn't actually define shopper marketing. Overall, this volume was really a disappointment to me.
1 of 2 people found the following review helpful. Interesting for marketing veterans
By IBA
The book is a collection of definitions, and insights on shopper marketing provided by the masterminds behind the top US retail marketing and advertising agencies. The chapters are totally disconnected, there is no link or continuity between one and the following. I personally don't mind it at all...but clearly this is a book for mktg experts.
Ilaria Barion Author of 'Set the Stage for a Sale: Secrets to make your city dwelling irresistible, attract home shoppers, and sell fast in any market!'

Shopper Marketing details how marketers can influence the buying decision in-store. The 35 contributors from top companies around the world have packed the book with practical advice on shopper needs and trends, retail environments, effective packaging and much more to equip product and brand managers, packaging experts, merchandising specialists and more with the tools they need to be successful in this field of sales promotion. The second edition of Shopper Marketing has been fully updated to include a new forward by marketing guru Philip Kotler and 12 new articles that reflect the current changes in the fast growing area, focusing specifically on the international scope, the online presence and the future of shopper marketing. New case studies from India, China, Brazil and Japan also add to the depth and breadth of the first edition.

Marketers looking for ways to influence buying decisions in-store; retail managers; product managers looking to build product profile; students taking marketing courses.