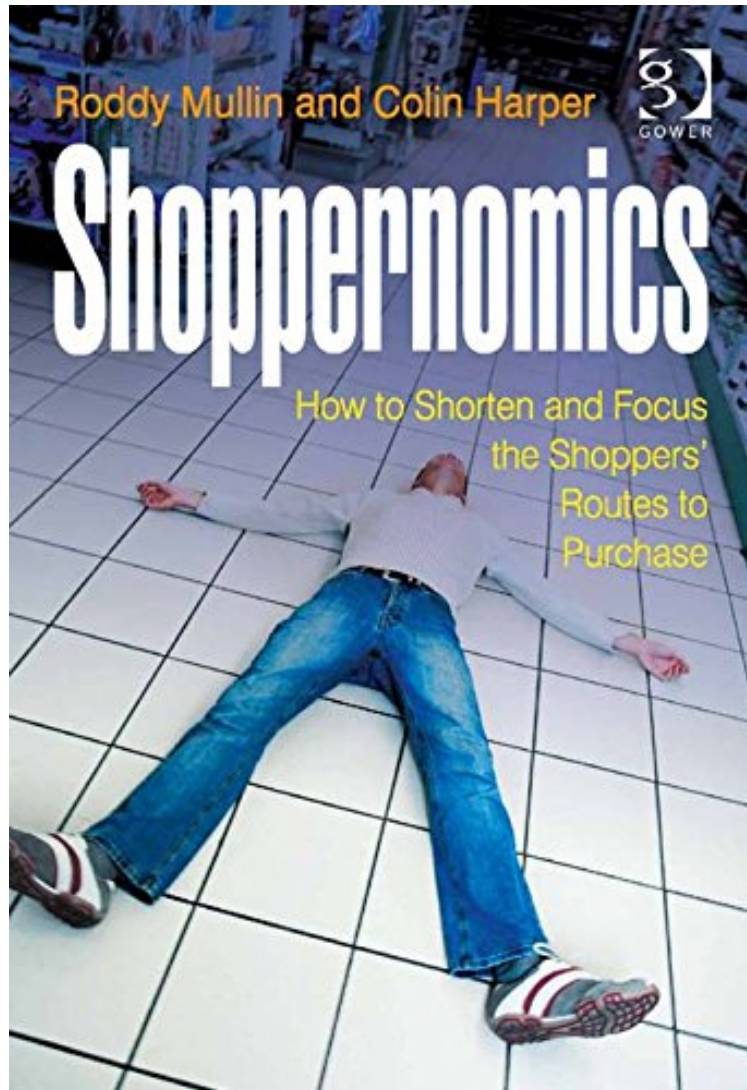


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# Shoppernautics: How to Shorten and Focus the Shoppers' Routes to Purchase

*Colin, Mr Harper, Roddy, Mr Mullin*  
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**Colin, Mr Harper, Roddy, Mr Mullin : Shoppernautics: How to Shorten and Focus the Shoppers' Routes to Purchase** before purchasing it in order to gage whether or not it would be worth my time, and all praised Shoppernautics: How to Shorten and Focus the Shoppers' Routes to Purchase:

The journey to purchase for the family shop or the B2B buyer is impacted by media, advice, packaging and trial. The sales and marketing challenge is what to say, and where to say it. Shoppernautics, based on research and case studies

from US and UK, examines the path taken by the potential buyer. The authors describe the key drivers and barriers on the journey to purchase. They identify the need to get key messages, key partners and key media all working together, and a framework for success. The authors challenge the budget split between sales and marketing as possibly the largest barrier to successful shopper marketing and identify core stores and the areas they serve as being equally important targets for investment. *Shoppernautics* provides the manual for achieving successful companies serving happy and loyal customers, as the ultimate goal for manufacturers, retailers and brands. It reminds marketers that it is what customers take from their product or service that is important, not what they think they are delivering. It reminds sales people that nothing is more important than matching supply and demand in the eyes of the customer regardless of who actually makes the ultimate sale. *Shoppernautics* is designed to deliver fast results for companies prepared to recognise that they are not perfect, and go the extra mile to find out why.

'Mullin and Harper are very experienced directors and have succeeded in capturing their knowledge and expertise in this fascinating book, *Shoppernautics*: how to shorten and focus the shoppers' routes to purchase. The biggest disservice that 19th-century economists did to mankind was to assert that consumers are rational. The fact is that they remain an enigma and any insights into their behaviour are to be welcomed. I wish I had had this book and its insights and wisdom when I was Marketing Director of a major fast-moving consumer goods company all those years ago. Well done Roddy and Colin. You have made a major contribution with this book.' Malcolm McDonald, Emeritus Professor, Cranfield University School of Management, UK

About the Author Roddy Mullin is both a Chartered Engineer and a Chartered Marketer. Since 1987 he has been in consultancy helping some 300 companies in the UK particularly with marketing. He is a Fellow of the IMechE, CIBSE, CIM and RSA. He is the ex-Senior Warden of the Worshipful Company of Marketors. His *Sales Promotion* book (updated in September 2014 as *Promotional Marketing*) is the core text of the Institute of Promotional Marketing Diploma for which he is also an examiner. Colin Harper BSc (Psychology) MA (Marketing) is a member of the Chartered Institute of Marketing, the ex-Director of Insight for the Institute of Promotional Marketing and Director of Insight for *The Retail Bulletin*. He is also CEO of *RetailVitalStatistics.com*.