



Inside the Mind of the Shopper: The Science of Retailing (2nd Edition)

Herb Sorensen

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What do you really do when you shop? The answers are fascinating and, for retailers, they're cash in the bank. In *Inside the Mind of the Shopper: The Science of Retailing*, world-renowned retail consultant Dr. Herb Sorensen, Ph.D. uncovers the truth about the retail shopper and rips away the myths and mistakes that lead retailers to miss their greatest opportunities. Every year, says Sorensen, shoppers will spend a quadrillion seconds in supermarkets and they'll waste 80% of that time. Sorensen analyzes consumer behavior—how shoppers make buying decisions as they move through supermarkets and other retail stores—and presents powerful, tested strategies for designing more effective stores, improving merchandising, and driving double-digit sales increases. He identifies simple interventions that can have dramatic sales effects, and shows why many common strategies simply don't work. You'll learn how to appeal to the "quick trip" shopper; make the most of all three "moments of truth"; understand consumers' powerful in-store migration patterns; improve collaboration between manufacturers and retailers; learn the lessons of Stew Leonard's and other innovators; and much more. Then, in Part II, Sorensen presents revealing interviews with several leading in-store retail experts, including crucial insights on using technology and retailing to multicultural communities.

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