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Why We Buy: The Science of Shopping--Updated and Revised for the Internet, the Global Consumer, and Beyond. Paco Underhill. Simon and Schuster, 2009 - Business & Economics - 306 pages. 3 Reviews.

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Science of Shopping This is an old book published in 1999 by Paco Underhill, an environmental psychologist though he is known more as retail guru.

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else but coffee.

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also partly an art. But it is always a practical field, concerned with providing information that can improve the retailer's edge and cut the odds of making a wrong decision."

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