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Why We Buy: The Science Of Shopping - Paco Underhill ...

Book Summary: *Why We Buy? The 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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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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