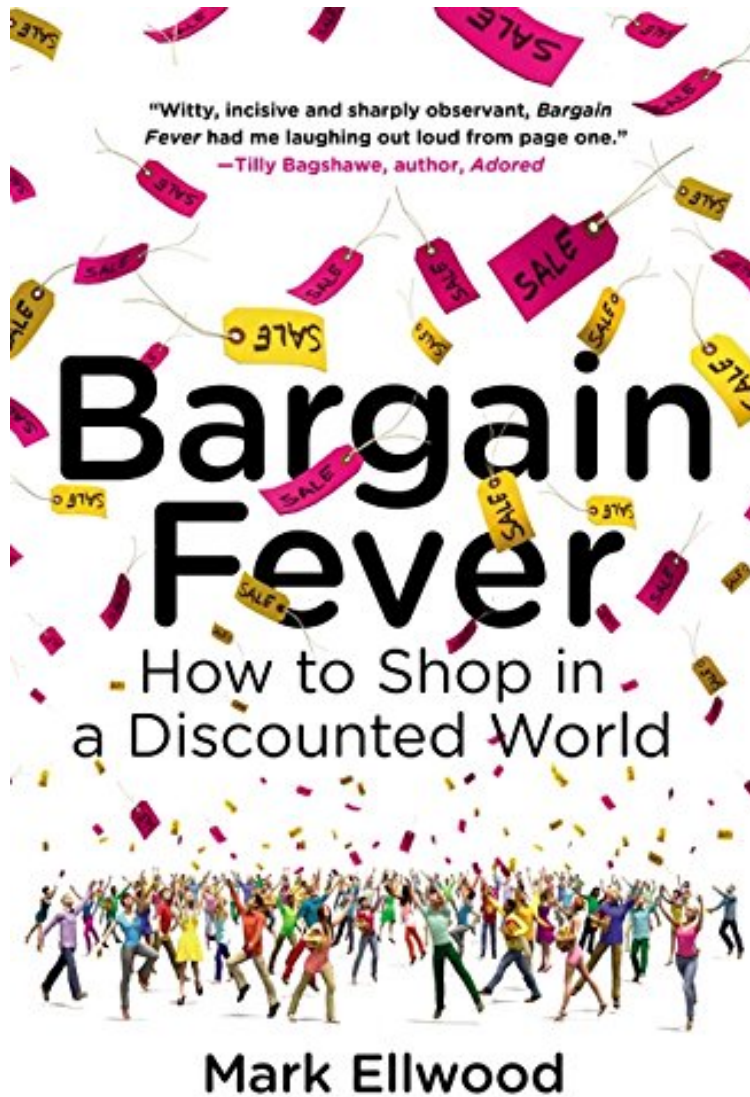


(Pdf free) Bargain Fever: How to Shop in a Discounted World

Bargain Fever: How to Shop in a Discounted World

Mark Ellwood

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Mark Ellwood : Bargain Fever: How to Shop in a Discounted World before purchasing it in order to gauge whether or not it would be worth my time, and all praised Bargain Fever: How to Shop in a Discounted World:

6 of 6 people found the following review helpful. Not what I expected By cattoes Interesting book, especially Chapter 1 which explains why we are affected by sales. However, the balance of the book gives the history of different types of retail venues. From the title, I expected hints, ideas, etc on how to shop for bargains, "How to Shop in a Discounted World", wasn't there. 1 of 1 people found the following review helpful. Disappointing By JJLouis I'm going to give it

two stars instead of just one simply because it was well-researched. As someone else mentioned, it reads like a business psychology textbook. There's a lot of talk about how company's operate and take advantage of people through psychological trickery, but very little, if any information on "How to (Actually) Shop in a Discounted World". However, if you're having trouble falling asleep at night, this may be the cure you've been searching for. 0 of 0 people found the following review helpful. Five Stars By CustomerGreat ways to save money

This book is a bargain hunters bible. Michael Tonello, author, Bringing Home the BirkinThese days almost half of everything is sold at some kind of discount. This seismic shift has made shoppers more savvy than ever, generating phenomena like extreme couponing, flash sales, and Groupon. But meanwhile, retailers have developed their own tricks to protect their profit margins, including secret sales, shifting prices, and shredding perfectly good clothes. In this playful, deeply researched book, Mark Ellwood uncovers the sleights of hand that sellers employ to hoodwink unsuspecting buyers. He takes us from the floor of upscale department store Bergdorf Goodman to the bustling aisles of a Turkish bazaar, from the outlets of rural Pennsylvania to a town in Florida thats the spiritual capital of couponing. His book is a manual for thriving in this new era, when deal hunting has gone from being a sign of indigence to one of intelligence.

From Publishers WeeklyAmericans love a bargain, and our passion for a good deal has sparked a paradigm shift in the retail industry. Journalist Ellwood offers surprising statistics that indicate that bargain shopping has become a permanent way of life. As a result, businesses have to operate differently, even those not traditionally associated with discounts. Buyers are informed, expectant, and entitled, and they hold all the power. Ellwood calls this new buying reality Shopping 3.0, and explores the effects of dopamine on the brain and the hormonal buyagra resulting from successful customer's experiences. While stereotypical bargain hunters may be low-income consumers, Ellwood shows that the wealthy are not immune to the thrill of a deal. He examines the Groupon phenomenon, yo-yoing air travel fares, J.C. Penney's disastrous Every Day Prices policy, and the emergence of super-fakescounterfeit luxury items almost identical to the real thing. While Ellwood discloses intriguing tidbits about how American's shop, he also explains the vastly difference purchasing habits of the Chinese, Germans, and Japanese. Well-written and illuminating, Ellwood reveals the implications bargain shopping holds for American retailing not just in the present, but for years to come. Agent: Erika Storella, Gernert Company. (Oct.)From BooklistIn 2011, most retailers sold 40 to 45 percent of their inventory at some kind of promotional price (10 years previously, it was 15 to 20 percent). And people seem to be more accepting about an advertised sale. In 2006, about a third of shoppers took a 70 percent off sign at face value; now its two-thirds. This is a highly informative and entertainingly written book about a radical shift in the relationship between consumers and sellers. One can blame the recent economic slump for this sale-conscious mentality but not entirely. Consumers quest for the deal goes back a century or more. What we have now is an environment in which consumers demand bargains all the time, and sellers are always looking for new ways to convince consumers theyre getting a deal, even when theyre not. Like Paco Underhill (Call of the Mall, 2004), Ellwood helps us understand our own frame of mind as consumers while also providing insight into the point of view of the people whose products we buy. --David Pitt Well-written and illuminating, Ellwood reveals the implications bargain shopping holds for American retailing not just in the present, but for years to come Publishers WeeklyThis book is a bargain hunters bible.Michael Tonello, author, Bringing Home the BirkinEver wonder how you wound up with so much stuff in your house? Through gumshoe investigative reporting and revealing case studies, Mark Ellwoods Bargain Fever explores our addiction to acquiring abundantly on the cheapwhether we need the items or notand how corporations have encouraged and nourished it with coupons, outlets, sales, and other commercial gimmicks. The science of whipping up this consumerism frenzy is startling and somewhat revolting; Bargain Fever is a shopaholics cure. Dana Thomas, author, DeluxeWitty, incisive, and sharply observant, Bargain Fever had me laughing out loud from page one. Tilly Bagshawe, author, AdoredBargain Fever is just as fierce, funny, tenacious, and tantalizing as its author. I love this book.Kelly Cutrone, founder, Peoples Revolution, and author, Normal Gets You Nowhere