



Consumerology: The Truth About Consumer Behaviour and the Psychology of Shopping (2nd Revised edition)

By Philip Graves

Nicholas Brealey Publishing. Paperback. Book Condition: new. BRAND NEW, Consumerology: The Truth About Consumer Behaviour and the Psychology of Shopping (2nd Revised edition), Philip Graves, Available in paperback for the first time, this new updated and revised second edition of CONSUMEROLOGY: THE TRUTH ABOUT CONSUMERS AND THE PSYCHOLOGY OF SHOPPING contains a new introduction and epilogue, in which Philip Graves reveals the myriad tricks and psychological games high street shops play on consumers; the ways in which we are manipulated into buying things we don't want; the ways in which we deceive ourselves; and the cutting edge behavioural science being used to change our habits to even more significant degrees.



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