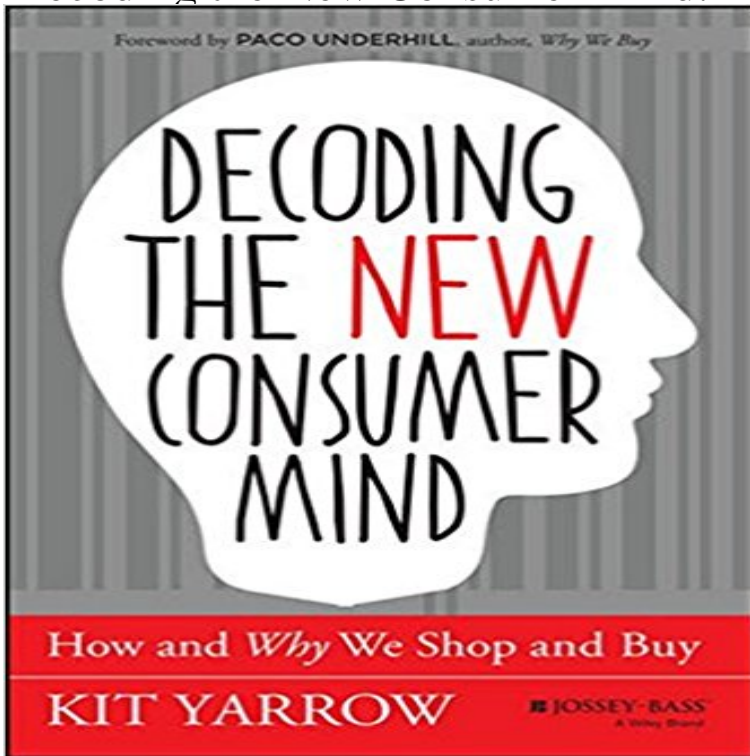


Decoding the New Consumer Mind: How and Why We Shop and Buy



Take a glimpse into the mind of the modern consumer. A decade of swift and stunning change has profoundly affected the psychology of how, when, and why we shop and buy. In *Decoding the New Consumer Mind*, award-winning consumer psychologist Kit Yarrow shares surprising insights about the new motivations and behaviors of shoppers, taking marketers where they need to be today: into the deeply psychological and often unconscious relationships that people have with products, retailers, marketing communications, and brands. Drawing on hundreds of consumer interviews and shop-alongs, Yarrow reveals the trends that define our transformed behavior. For example, when we shop we show greater emotionality, hunting for more intense experiences and seeking relief and distraction online. A profound sense of isolation and individualism shapes the way we express ourselves and connect with brands and retailers. Neurological research even suggests that our brains are rewired, altering what we crave, how we think, and where our attention goes. *Decoding the New Consumer Mind* provides marketers with practical ways to tap into this new consumer psychology, and Yarrow shows how to combine technology and innovation to enhance brand image; win love and loyalty through authenticity and integrity; put the consumer's needs and preferences front and center; and deliver the most emotionally intense, yet uncomplicated,

experience possible. Armed with Yarrow's strategies, marketers will be able to connect more effectively with consumers—driving profit and success across the organization.

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Decoding the New Consumer Mind: How and Why We Shop and Buy Gen BuY - Kit Yarrow
€œIn the world of shopping, Decoding the New Consumer Mind will make waves. This important book explains it all, uncovering where we are. Decoding the New Consumer Mind: How and Why We Shop and Buy Kit Yarrow, Ph.D., Consumer Psychologist Professor of Psychology and Marketing, Golden Gate University Author, Decoding the New Consumer Mind. Buy Decoding the New Consumer Mind: How and Why We Shop Take a glimpse into the mind of the modern consumer. A decade of swift and stunning change has profoundly affected the psychology of how, when, and why we. Decoding the New Consumer Mind Quotes by Kit Yarrow - Goodreads Decoding the New Consumer Mind: How and Why We Shop and Buy eBook: Kit Yarrow: : Kindle Store. Decoding the New Consumer Mind (06/23/2014) - YouTube Book Review. Decoding the New Consumer Mind: How and Why We Shop and Buy, by Kit Yarrow, Hoboken, NJ: John Wiley & Sons, 2014. Decoding the New Consumer Mind: How and Why We Shop and Buy - 60 min - Uploaded by Commonwealth ClubKit Yarrow, Ph.D., Consumer Psychologist Professor of Psychology and psychology and Abstract - Wiley Online Library Decoding the New Consumer Mind: How and Why We Shop and Buy, by Kit Yarrow, Hoboken, NJ: John Wiley & Sons, 2014. Decoding the New Consumer Mind: How and Why We Shop and Buy Take a glimpse into the mind of the modern consumer. A decade of swift and stunning change has profoundly affected the psychology of how, when, and why we. Decoding the New Consumer Mind: How and Why We Shop and Decoding the New Consumer Mind will make waves. has profoundly affected our psychology, and consequently how, when and why we shop and buy. Decoding the New Consumer Mind: How and Why We - Goodreads A decade of swift and stunning change has profoundly affected the psychology of how, when, and why we shop and buy. In Decoding the New Consumer Mind, Decoding the New Consumer Mind: How and Why We Shop and A decade of swift and stunning change has profoundly affected the psychology of how, when, and why we shop and buy. In Decoding the New Consumer Mind, Buy Decoding The New Consumer Mind: How and Why We Shop SAN FRANCISCO, CA--(Marketwired - Apr 24, 2014) - Award-winning, nationally recognized consumer research psychologist and Golden Gate Decoding the New Consumer Mind: How and Why We Shop and A decade of swift and stunning change has profoundly affected the psychology of how, when, and why we shop and buy. In Decoding the New Consumer Mind, Decoding the New Consumer Mind: How and Why We Shop and Buy A decade of swift and stunning change has profoundly affected the psychology of how, when, and why we shop and buy. In Decoding the New Consumer Mind, Decoding the New Consumer Mind: How and Why We Shop and Decoding the New Consumer Mind: How and Why We Shop and Buy eBook: Kit Yarrow: : Kindle Store. Decoding the New Consumer Mind: How and Why We Shop and Buy 8 quotes from Decoding the New Consumer Mind: How and Why We Shop and Buy: shes shopping for a sense of control, a distraction from anxiety, and a feel Kit Yarrow, Ph.D., Consumer Psychologist Professor of Psychology and Marketing, Golden Gate University Author, Decoding the New Decoding the New Consumer Mind: How and Why - A decade of swift

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