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**Lee Eisenberg**

**Shoptimism: Why the American Consumer Will Keep on Buying  
No Matter What**

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Will Keep On Buying No Matter What**

**Shoptimism**

**Lee Eisenberg**

Author of the *New York Times* bestseller

***THE NUMBER***



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What

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## Description

Bestselling author Lee Eisenberg searches for a Universal Buy Theory that explains why we behave in rational and irrational ways when we shop.

## Insightful reviews

Cheri: I wanted to like this book - really, I did. Instead I found myself quickly putting it down after slogging through the first 200 pages. Just another business book with no meat!

[Lee Eisenberg](#) attempts to answer the question of "Why do we shop and buy what we do?" by looking at "The Sell Side" and "The Buy Side." The book takes a circuitous route into each mindset, exposing the consumer marketing machine in a jumble of observations and reflections on his time behind the scenes as Executive VP at Lands' End.

After reading [Spent](#) (which I HIGHLY recommend), I found myself hard-pressed to endure this slop. Don't waste your time on this one.

Pierre Lauzon: The book is an adequate introduction to retail consumerism. There were interesting anecdotes about consumer behavior and the author's family in particular.

Also good information on using the internet and how retailers customize and target messages to individuals based on past buying habits and life status.

Becca: A good basic introduction to behavioral economics and marketing for those that don't have knowledge of either. Doesn't contain anything ground-breaking or earth shattering, but has some interesting anecdotes.

Mark Mikula: i have had a run of books in among a three- and a four-star rating. It appeared to be certain my expectancies greater than it shocked me, so i might placed it someplace within the 3.50 or 3.75 megastar score range. the writer has a different tale to inform from the point of view of his embedded prestige as a former government at Land's End. I preferred his perception into Sears's takeover of that label. Eisenberg informed stable tales and taken quite a lot of historians, philosophers, and modern specialists and daily consumers into the story. It divided its insurance among the sell-side and the buy-side. i discovered the statement at the advertisements industry, on myths approximately shopping, and the insurance of retail historical past to be the main compelling components of the book. It referenced ate up and No Logo, either one of which I intend to learn at a few point. if you'd like a few perception into how one can holiday a few of your purchasing conduct and an knowledge of a few of the strategies utilized by the sell-side to persuade you that you simply desire a sure something, you could glean that from Shoptimism.

Desiree: fascinating publication on advertising and consumerism. even if i'm female, i feel I store extra like a man, in line with this book. seems to be at a variety of methods we're advertised to and the kinds of customers we are, damaged into halves, the promote aspect and

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the purchase side. Recommended!

Catherine: hardly ever revelatory or pleasing

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