

1. Record Nr.	UNINA9910155847003321
Autore	Turow Joseph
Titolo	Aisles Have Eyes, The : How Retailers Track Your Shopping, Strip Your Privacy, and Define Your Power
Pubbl/distr/stampa	Tantor Audio
ISBN	1-5159-2527-7
Disciplina	658.8342
Lingua di pubblicazione	Inglese
Formato	Musica
Livello bibliografico	Monografia
Sommario/riassunto	<p>By one expert's prediction, within twenty years half of Americans will have body implants that tell retailers how they feel about specific products as they browse their local stores. The notion may be outlandish, but it reflects executives' drive to understand shoppers in the aisles with the same obsessive detail that they track us online. In fact, a hidden surveillance revolution is already taking place inside brick-and-mortar stores, where Americans still do most of their buying. Drawing on his interviews with retail executives, analysis of trade publications, and experiences at insider industry meetings, advertising and digital studies expert Joseph Turow pulls back the curtain on these trends, showing how a new hyper-competitive generation of merchants—including Macy's, Target, and Walmart—is already using data mining, in-store tracking, and predictive analytics to change the way we buy, undermine our privacy, and define our reputations.</p>