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Nota di bibliografia	Includes bibliographical references (p. 113-128) and index.
Nota di contenuto	1. An introduction to women and shopping -- 2. Women and shopping in America -- 3. Women and place -- 4. Shopping as a life skill -- 5. Shopper types -- 6. The shopping experience and how to improve it -- 7. Implications and conclusions -- Notes -- References -- Index.
Sommario/riassunto	What does shopping mean to American women? This question is the focus of our book. We profile the American woman and examine how life has changed since her grandmother was young. Women have many choices about when and where to shop; thus retailers need to understand her needs and wants to attract and maintain her business.