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The Velocity of Change Makes the World Even More Unpredictable
There Is Such a Thing as Too Much Choice; The Self-Esteem Movement Has Raised Our Expectations; Our Happiness Expectations Are Making Us Unhappy; What the Emotional Consumer Wants; The Allure of the Bargain; The Problem with Traditional Marketing Research; Retail Therapy; The Consumer Call for Change; Part 2: Strategies to Connect with Today's New Consumer; Chapter 4: Technovation; The Path to Purchase Is Paved with Technology; The Technovation Advantage; Big Box Apps; Smartphone and Tablet Assistance; Mobile Checkout
Virtual Stores
Big Data and Technovation; Integrated Shopping: Tear Down Those Walls; The Future of Beauty; Chapter 5: The Real Deal; Using Psychology to Build Consumer Trust; The Rub-Off; Humanizing; Consistency and the Word on Words; Anchoring; A Brand That Does It All; Authenticity; Scarcity; Community; Chapter 6: Involvement; New-School Marketing; The Four C's of Involvement; Champions; Customization; Crowdsourcing; Contests; Chapter 7: Intensity; Breakthrough Messaging; Talk Like Me; Make It About Me; Surprise Me; Shock Me; Easy Does It; Help Me Multitask; Help Me Keep It Simple
Conclusion
Notes; Acknowledgments and Gratitude; About the Author; Index; More from Wiley

Sommario/riassunto

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 tra
