

1. Record Nr.	UNISA996386003203316
Autore	Firmin Giles <1614-1697.>
Titolo	The questions between the conformist and nonconformist, truly stated, and briefly discussed [[electronic resource]] : Dr. Falkner, The friendly debate &c., examined and answered : together with a discourse about separation, and some animadversions upon Dr. Stillingfleet's book entituled, The unreasonableness of separation : observations upon Dr. Templers sermon preached at a visitation in Cambridge : a brief vindication of Mr. Stephen Marshal
Pubbl/distr/stampa	London, : Printed for Tho. Cockerill ..., 1681
Descrizione fisica	[15], 105 p
Soggetti	Dissenters, Religious - England
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Dedication epistle signed: G.F. [i.e., Giles Firmin]. Cf. BM. Reproduction of original in Trinity College Library, Dublin. Marginal notes.
Sommario/riassunto	eebo-0159

2. Record Nr.	UNINA9910792663903321
Autore	Turow Joseph
Titolo	The aisles have eyes : how retailers track your shopping, strip your privacy, and define your power // Joseph Turow
Pubbl/distr/stampa	New Haven, Connecticut : , : Yale University Press, , [2017] ©2017
Descrizione fisica	1 online resource (342 pages)
Disciplina	658.8342
Soggetti	Marketing - Technological innovations Customer services - Technological innovations Consumer profiling Consumer behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages [277]-314) and index.
Nota di contenuto	Front matter -- CONTENTS -- 1. A FROG SLOWLY BOILED -- 2. THE DISCRIMINATING MERCHANT -- 3. TOWARD THE DATAPowered AISLE -- 4. HUNTING THE MOBILE SHOPPER -- 5. LOYALTY AS BAIT -- 6. PERSONALIZING THE AISLES -- 7. WHAT NOW? -- ACKNOWLEDGMENTS -- NOTES -- INDEX
Sommario/riassunto	A revealing and surprising look at the ways that aggressive consumer advertising and tracking, already pervasive online, are coming to a retail store near you 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. Eye-opening and timely, Turow's book is essential reading to understand the future of shopping.
