



Inside the Mind of the Shopper: The Science of Retailing (2nd Edition)

By Herb Sorensen

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**World-Renowned Shopper Scientist Dr. Herb Sorensen Reveals: How Today's Shoppers Think, Behave, and Buy
New Insights for Creating High-Profit Retail Experiences!**

In retail, there's only one number one. It's not Wal-Mart or Costco, or even Amazon: It's the shopper. To create high-profit retail experiences, you need to know exactly how your shopper thinks, feels, and acts at the point of purchase. Dr. Herb Sorensen illuminates today's consumer behavior in the context of radical technological and societal changes that are transforming retail.

Building on these deep consumer insights, Sorensen introduces revolutionary new approaches to improving performance in self-service retail—whatever you sell, via bricks or clicks. You'll discover today's best ways to get the right items to the right customers when they want them... surpass the expectations of customers trained by online retail... own every consumer "moment of truth"!

New coverage includes:

- Converging clicks and bricks into a super-high-efficiency retail engine
- Building the "webby store": visually managing every display like a web page
- Bringing product and shopper together via optimized navigation and search
- Measuring and promoting shopper efficiency
- Motivating long-cycle purchases: cars, tech, appliances, apparel, and more
- Speeding today's shoppers from "want" to "need"



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Bibliography

- Sales Rank: #205270 in Books
- Published on: 2016-09-04
- Original language: English
- Number of items: 1
- Dimensions: 9.01" h x .66" w x 6.06" l, .0 pounds
- Binding: Paperback
- 320 pages



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Editorial Review

Review

“The Second Edition of *Inside the Mind of the Shopper* is a goldmine for anyone trying to wrap their heads around the disruptions reshaping retail in the 21st Century. It provides much-needed clarity to a variety of hotly contested issues, from a pragmatic approach to ‘moments of truth’ to a dispassionate assessment of how physical and digital retailing can co-exist, compete, and (most importantly) be managed. But, for me at least, while there is much new ground broken here, none is more fertile than Sorensen’s notions of shopping as a ‘directional search’ and the idea of the retail area as the interface of products’ and shoppers’ competition for space. The author has given us many things to learn and even more to think about.”

– **Ryan Mathews**, CEO, Black Monk Consulting; author of *The Myth of Excellence; The Deviant’s Advantage*; and *What’s Your Story* ?

“The author’s new chapters really contribute to making his ideas about active retailing even clearer, and making the book more up to date with the comparisons between online and offline. The book is so refreshing due to the author’s unique perspective and approach to retailing. I am used to both the practitioner’s ways of reasoning as well as academic literature on retailing, but the author’s perspective is distinct. He seems to have the mind of both an engineer as well as that of a retailer.”

– **Jens Nordfält**, Head of Research, Hakon Swenson Research Foundation; Assistant Professor, Stockholm School of Economics

“The Second Edition of *Inside the Mind of the Shopper* is version 2.0, not 1.1. Rarely does an update pave so much new ground that it could be considered an entirely new book. In the first edition, the author summarized the wisdom he developed from watching shoppers across close to a million shopping trips. In the second edition, the author examines today’s most pressing questions for retailers—how to rapidly evolve into a hybrid world of bricks, clicks, digital, social, and mobile. The second edition is an essential read whether or not you’ve read the first edition. Most of the information is new and virtually all of it is essential.”

– **Neale Martin**, CEO, Sublime Marketing; Professor of Innovation, Coles College of Management, Kennesaw State University; author of *Habit: The 95% of Behavior Marketers Ignore*

“Herb Sorensen’s seminal first edition of *Inside the Mind of the Shopper* has not only become prescribed reading for our consultants, but it has also become the go-to read for many of our clients. This is not a cover-to-cover read but rather a constant companion for any retail or shopper marketing practitioner, as it is packed with valuable insights drawn from over 40 years of shopper understanding. The updated second edition takes into account the dramatic changes technology has brought about since the launch of the first edition seven years ago. Technology has not only changed shopper behavior, but it has also played a significant role in how retailers and marketers engage the shopper. The author’s recommendations for how bricks and mortar retail should venture forth in this digital age are both reassuring and energizing. One thing that hasn’t changed over the two editions is the message that the shopper should be at the heart of everything we do as retailers and brand owners.”

–**Peter Wilson**, Director, koji

“I found this book to be a very important part of the industry. I also think it is a must-read for every merchandiser and category manager and would be the right text book for any retail merchandizing course for retail management programs, and even for management trainee programs. I spent time at Grand Union stores

years ago in each of their four phase training programs, and this book would have helped me understand a lot more of how shoppers control the store.”

—**Frank Riso**, formerly with MSI/Symbol Technologies

“This fresh update to Herb Sorensen’s seminal book *Inside the Mind of the Shopper* is especially timely as retailing in the digital age begins to mature. While the second edition (rightly) still puts emphasis on the shoppers’ time and on ‘Big Head’ categories, there is a new, deep analysis of both digital and bricks-and-mortar retailing. This book is a must-read for every student of shopping, from aspiring marketers and merchants to seasoned veterans.”

— **Liz Crawford**, SVP Insights MATCH; author of *The Shopper Economy*

“*Inside the Mind of the Shopper* gathers the insights of decades of research into shopper behavior by one of the world’s leading retail experts. It pulls off the difficult trick of blending science with immediately accessible descriptions of exactly what is happening when shoppers interact with goods in a retail environment. As you read, you experience a succession of ‘Aha! So that is what is happening!’ moments as realization dawns that your personal experience has a scientific underpinning. This is a must-read for any researcher in the field, and for any store owner or manager.”

— **Professor Alan Penn**, Dean The Bartlett Faculty of the Built Environment, University College London

“Anyone interested in retail marketing, shopper behavior, or evidence-based marketing MUST read this book. Here is the evidence you’ve been looking for, and more.”

— **Professor Byron Sharp**, Director of the Ehrenberg-Bass Institute, and author of *How Brands Grow*

About the Author

Herb Sorensen is a preeminent authority on observing and measuring shopping behavior and attitudes within the four walls of the store. He has worked with Fortune 100 retailers and consumer packaged-goods manufacturers for more than 40 years, studying shopper behavior, motivations, and perceptions at the point of purchase. Sorensen’s methods are helping to revolutionize retail-marketing strategies from a traditional “product-centric” perspective to a new “shopper-centric” focus. As *Baseline* magazine commented, “Herb Sorensen and Paco Underhill are the yin and yang of observational research.”

Herb has conducted studies in North America, Europe, Asia, Australia, and South America. His research has been published in AMA’s *Marketing Research*, *The Journal of Advertising Research*, *FMI Advantage Magazine*, *Progressive Grocer*, and *Chain Drug Review*. He has also been utilized as an expert source for *The Wall Street Journal*, *Supermarket News*, and *BusinessWeek*. Herb appeared on the television show *Dr. Oz* as an expert on the movement of the eyes as part of the shopping process. Additionally, he is currently a panelist of Retail Wire’s “Brain Trust” and blogs at www.shopperscientist.com.

Herb’s career intertwines the world of science with the world of business. His Ph.D. in biochemistry from the University of California at Davis, 1970, resulted in publications ranging from metabolism, to chemical and electron structures. He is also a Diplomate of the American Board of Clinical Chemistry. In 1972 he launched a food laboratory, specializing in nutrition, safety, and HACCP quality programs.

His second company, Sorensen Associates, “The In-store Research Company,” grew at an annualized rate of nearly 30% from 1979–2009. In the 90s a mentor, Bob Stevens of P&G, encouraged a sharper focus on “assessment in context.” This led to the invention and patenting of PathTracker, a second-by-second method of electronically studying shopper behavior in stores. Early on, PathTracker enjoyed mentoring and advice from Peter Fader, and Herb shared in the honor of the AMA’s EXPLOR award in 2007, with Fader and his

group at the Wharton School of Business of the University of Pennsylvania.

In 2004 *Fast Company Magazine* named Herb one of its top 50 innovators. In 2013, he received the Charles Coolidge Parlin Marketing Research Award, “honoring distinguished academics and practitioners who have demonstrated outstanding leadership and sustained impact on the evolving profession of marketing research over an extended period.” In receiving this prestigious award, Sorensen joined other marketing research legends such as Robert Wood Johnson, Peter Drucker, Arthur C. Nielsen, George Gallup, August A. Busch III, Paul E. Green, John A. Howard, Philip Kotler, Robert J. Lavidge, and Jagdish Sheth.

Globalization of Herb’s work expanded when he sold his company to TNS/Kantar and published the first edition of *Inside the Mind of the Shopper* and through affiliation with the Ehrenberg-Bass Institute at the University of South Australia as an Adjunct Senior Research Fellow. Herb is collaborating with Mark Heckman on Accelerated Merchandising, increasing sales and profits through shopper efficiency.

Users Review

From reader reviews:

Richard Benson:

The publication untitled *Inside the Mind of the Shopper: The Science of Retailing* (2nd Edition) is the e-book that recommended to you to see. You can see the quality of the publication content that will be shown to anyone. The language that article author use to explained their ideas are easily to understand. The article author was did a lot of study when write the book, to ensure the information that they share to your account is absolutely accurate. You also will get the e-book of *Inside the Mind of the Shopper: The Science of Retailing* (2nd Edition) from the publisher to make you more enjoy free time.

Robert Henderson:

Your reading sixth sense will not betray a person, why because this *Inside the Mind of the Shopper: The Science of Retailing* (2nd Edition) guide written by well-known writer whose to say well how to make book which can be understand by anyone who also read the book. Written with good manner for you, dripping every ideas and writing skill only for eliminate your own personal hunger then you still doubt *Inside the Mind of the Shopper: The Science of Retailing* (2nd Edition) as good book not simply by the cover but also from the content. This is one e-book that can break don't judge book by its deal with, so do you still needing a different sixth sense to pick this specific!? Oh come on your reading through sixth sense already told you so why you have to listening to an additional sixth sense.

Jennifer Stephens:

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Jean Gonzales:

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