



Shopper Marketing: How to Increase Purchase Decisions at the Point of Sale

Markus Stahlberg, Ville Maila

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The aim of shopper marketing is to convert browsing shoppers into active purchasers at the point of sale. Although a relatively new area of marketing, it has attracted increased investment year on year - and according to surveys is growing even faster than internet advertising. Edited by two highly respected practitioners, Shopper Marketing demonstrates how marketers can influence the buying decision in-store, including practical advice on shopper needs and trends, retail environments, effective packaging and much more. The second edition has been fully updated and revised, with new material on shopper marketing in the international context and a new foreword by marketing guru Philip Kotler.

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