



Decoding the New Consumer Mind: How and Why We Shop and Buy

By Kit Yarrow



Download



Read Online

Decoding the New Consumer Mind: How and Why We Shop and Buy By Kit Yarrow

Take a glimpse into the mind of the modern consumer

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 transformed behavior. For example, when we shop we show greater emotionality, hunting for more intense experiences and seeking relief and distraction online. A profound sense of isolation and individualism shapes the way we express ourselves and connect with brands and retailers. Neurological research even suggests that our brains are rewired, altering what we crave, how we think, and where our attention goes.

Decoding the New Consumer Mind provides marketers with practical ways to tap into this new consumer psychology, and Yarrow shows how to combine technology and innovation to enhance brand image; win love and loyalty through authenticity and integrity; put the consumer's needs and preferences front and center; and deliver the most emotionally intense, yet uncomplicated, experience possible. Armed with Yarrow's strategies, marketers will be able to connect more effectively with consumers—driving profit and success across the organization.



[Download Decoding the New Consumer Mind: How and Why We Sho...pdf](#)



[Read Online Decoding the New Consumer Mind: How and Why We S...pdf](#)



Decoding the New Consumer Mind: How and Why We Shop and Buy

By Kit Yarrow

Decoding the New Consumer Mind: How and Why We Shop and Buy By Kit Yarrow

Take a glimpse into the mind of the modern consumer

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 transformed behavior. For example, when we shop we show greater emotionality, hunting for more intense experiences and seeking relief and distraction online. A profound sense of isolation and individualism shapes the way we express ourselves and connect with brands and retailers. Neurological research even suggests that our brains are rewired, altering what we crave, how we think, and where our attention goes.

Decoding the New Consumer Mind provides marketers with practical ways to tap into this new consumer psychology, and Yarrow shows how to combine technology and innovation to enhance brand image; win love and loyalty through authenticity and integrity; put the consumer's needs and preferences front and center; and deliver the most emotionally intense, yet uncomplicated, experience possible. Armed with Yarrow's strategies, marketers will be able to connect more effectively with consumers—driving profit and success across the organization.

Decoding the New Consumer Mind: How and Why We Shop and Buy By Kit Yarrow Bibliography

- Sales Rank: #112543 in Books
- Published on: 2014-03-31
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .82" w x 6.00" l, .0 pounds
- Binding: Hardcover
- 224 pages

 [Download Decoding the New Consumer Mind: How and Why We Sho ...pdf](#)

 [Read Online Decoding the New Consumer Mind: How and Why We S ...pdf](#)



Download and Read Free Online Decoding the New Consumer Mind: How and Why We Shop and Buy By Kit Yarrow

Editorial Review

Review

“In the world of shopping, *Decoding the New Consumer Mind* will make waves. This important book explains it all, uncovering where we are going and showing how individuals and companies can advance their offerings as well as their bottom lines.”

—from the foreword by **Paco Underhill, CEO, Envirosell, and author, *Why We Buy***

“When I read ‘the past is no longer prologue’ in the opening chapter, I knew Kit Yarrow was on to something. Flexibility is more important than strategies grounded in past consumer experience. Kit illustrates this with fine research and stories of real people coping in our world of overload, overindulgence, and isolation. A must-read if you are a marketer, a retailer, a manufacturer, or a consumer trying to understand how the rules have changed.”

—**Peter Stringham, chairman and CEO, Young & Rubicam Group**

“The pace of change at retail is breathtaking and nowhere is that more evident than in ecommerce. Kit’s emphasis on the major drivers of this change, including the need for authenticity, continuous innovation, and building community, is right on the money. *Decoding the New Consumer Mind* is full of great insights, fascinating cases, and actionable ideas.”

—**Susan Feldman, cofounder and chief merchandising officer, One Kings Lane**

“Yarrow’s concept of the radical individualism of consumers is inspiring but challenging. Her solution of promoting trust through connection is absolutely on target.”

—**Richard Edelman, president and CEO, Edelman**

“Kit digs deeply into how and why people shop, perfectly putting into perspective how time has changed today’s shopper and how retailers must adjust to those changes. *Decoding the New Consumer Mind* is entertaining, insightful, and chock-full of recommendations for retailers.”

—**Matthew Shay, president and CEO, National Retail Federation**

“Kit brings a unique combination of academic prowess and keen contemporary insight to all her work. With her trademark frankness and humor, she documents three major psychological shifts that have profoundly impacted how consumers shop and buy. *Decoding the New Consumer Mind* is an absolute must-read for any business that intends on thriving in the new consumer reality.”

—**Doug Stephens, founder, Retail Prophet, and author, *The Retail Revival***

From the Inside Flap

“**In the world of shopping**, *Decoding the New Consumer Mind* will make waves. This important book explains it all, uncovering where we are going and showing how individuals and companies can advance their offerings as well as their bottom lines.”

—from the foreword by **PACO UNDERHILL, CEO, Envirosell, and author, *Why We Buy***

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 transformed behavior. For example, when we shop we show greater emotionality, hunting for more intense experiences and seeking relief and distraction online. A profound sense of isolation and individualism shapes the way we express ourselves and connect with brands and retailers. Neurological research even suggests that our brains are rewired, altering what we crave, how we think, and where our attention goes.

Decoding the New Consumer Mind provides marketers with practical ways to tap into this new consumer psychology, and Yarrow shows how to combine technology and innovation to enhance brand image; win love and loyalty through authenticity and integrity; put the consumer's needs and preferences front and center; and deliver the most emotionally intense, yet uncomplicated, experience possible. Armed with Yarrow's strategies, marketers will be able to connect more effectively with consumers—driving profit and success across the organization.

From the Back Cover

Praise for *Decoding the New Consumer Mind*

“When I read ‘the past is no longer prologue’ in the opening chapter, I knew Kit Yarrow was on to something. Flexibility is more important than strategies grounded in past consumer experience. Kit illustrates this with fine research and stories of real people coping in our world of overload, overindulgence, and isolation. A must-read if you are a marketer, a retailer, a manufacturer, or a consumer trying to understand how the rules have changed.”

—**Peter Stringham**, chairman and CEO, Young & Rubicam Group

“The pace of change at retail is breathtaking and nowhere is that more evident than in ecommerce. Kit's emphasis on the major drivers of this change, including the need for authenticity, continuous innovation, and building community, is right on the money. *Decoding the New Consumer Mind* is full of great insights, fascinating cases, and actionable ideas.”

—**Susan Feldman**, cofounder and chief merchandising officer, One Kings Lane

“Yarrow's concept of the radical individualism of consumers is inspiring but challenging. Her solution of promoting trust through connection is absolutely on target.”

—**Richard Edelman**, president and CEO, Edelman

“Kit digs deeply into how and why people shop, perfectly putting into perspective how time has changed today's shopper and how retailers must adjust to those changes. *Decoding the New Consumer Mind* is entertaining, insightful, and chock-full of recommendations for retailers.”

—**Matthew Shay**, president and CEO, National Retail Federation

“Kit brings a unique combination of academic prowess and keen contemporary insight to all her work. With her trademark frankness and humor, she documents three major psychological shifts that have profoundly impacted how consumers shop and buy. *Decoding the New Consumer Mind* is an absolute must-read for any business that intends on thriving in the new consumer reality.”

—**Doug Stephens**, founder, Retail Prophet, and author, *The Retail Revival*

Users Review

From reader reviews:

Michael Watkins:

Book is to be different for each grade. Book for children until adult are different content. To be sure that book is very important normally. The book Decoding the New Consumer Mind: How and Why We Shop and Buy has been making you to know about other expertise and of course you can take more information. It is rather advantages for you. The publication Decoding the New Consumer Mind: How and Why We Shop and Buy is not only giving you considerably more new information but also for being your friend when you experience bored. You can spend your current spend time to read your publication. Try to make relationship with all the book Decoding the New Consumer Mind: How and Why We Shop and Buy. You never truly feel lose out for everything in case you read some books.

Kelsey Jimenez:

In this 21st one hundred year, people become competitive in every way. By being competitive at this point, people have do something to make these individuals survives, being in the middle of the crowded place and notice by surrounding. One thing that sometimes many people have underestimated the item for a while is reading. Yep, by reading a e-book your ability to survive enhance then having chance to endure than other is high. For you personally who want to start reading some sort of book, we give you that Decoding the New Consumer Mind: How and Why We Shop and Buy book as beginning and daily reading book. Why, because this book is usually more than just a book.

Lynne Young:

Nowadays reading books are more than want or need but also turn into a life style. This reading addiction give you lot of advantages. Advantages you got of course the knowledge the actual information inside the book that improve your knowledge and information. The data you get based on what kind of publication you read, if you want drive more knowledge just go with education and learning books but if you want truly feel happy read one having theme for entertaining such as comic or novel. Often the Decoding the New Consumer Mind: How and Why We Shop and Buy is kind of reserve which is giving the reader unforeseen experience.

Kimberly Casselman:

Within this era which is the greater man or woman or who has ability to do something more are more treasured than other. Do you want to become considered one of it? It is just simple method to have that. What you have to do is just spending your time not much but quite enough to have a look at some books. One of many books in the top collection in your reading list is actually Decoding the New Consumer Mind: How and Why We Shop and Buy. This book which can be qualified as The Hungry Hills can get you closer in growing to be precious person. By looking right up and review this book you can get many advantages.

Download and Read Online Decoding the New Consumer Mind: How and Why We Shop and Buy By Kit Yarrow #OEFJ4QW75YV

Read Decoding the New Consumer Mind: How and Why We Shop and Buy By Kit Yarrow for online ebook

Decoding the New Consumer Mind: How and Why We Shop and Buy By Kit Yarrow Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Decoding the New Consumer Mind: How and Why We Shop and Buy By Kit Yarrow books to read online.

Online Decoding the New Consumer Mind: How and Why We Shop and Buy By Kit Yarrow ebook PDF download

Decoding the New Consumer Mind: How and Why We Shop and Buy By Kit Yarrow Doc

Decoding the New Consumer Mind: How and Why We Shop and Buy By Kit Yarrow Mobipocket

Decoding the New Consumer Mind: How and Why We Shop and Buy By Kit Yarrow EPub