



Consumerology: The Truth About Consumers and the Psychology of Shopping

Philip Graves

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This new updated and revised second edition of Consumerology: The Truth About Consumers and the Psychology of Shopping contains a new introduction and epilogue, in which Philip Graves reveals the myriad tricks and psychological games high street shops play on consumers; the ways in which we are manipulated into buying things we don't want; the ways in which we deceive ourselves; and the cutting edge behavioral science being used to change our habits to even more significant degrees.

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