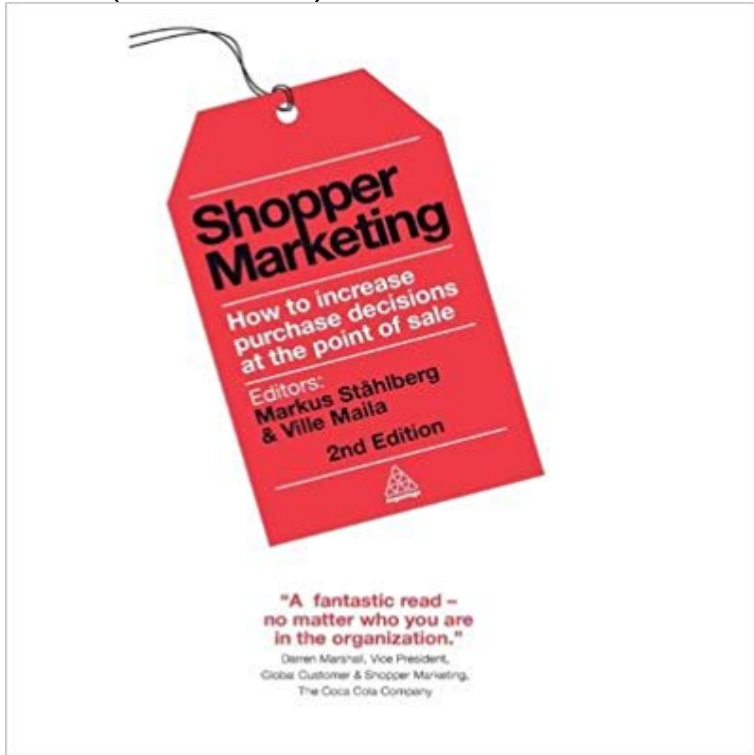


Shopper Marketing: How to Increase Purchase Decisions at the Point of Sale (Hardback) - Common



The aim of shopper marketing is to convert browsing shoppers into active purchasers at the point of sale. This title demonstrates how marketers can influence the buying decision in-store, including practical advice on shopper needs and trends, retail environments, effective packaging and more.

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