

Why We Buy The Science Of Shopping Paco Underhill

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The Truth About Retirement Plans and IRAs Ric Edelman 2014-04-08 From one of America's most trusted financial advisors: a guide to making the most of your retirement plans and assuring long-term financial security. Everyone knows that investing in your retirement is important. Yet only half of all eligible Americans contribute to a retirement plan. That's because 401(k)s, 403(b)s, 457s, and IRA plans are complicated, confusing, and costly. New York Times bestselling author and acclaimed financial advisor Ric Edelman has counseled thousands of savers and retirees, and has accumulated his advice in this book. Edelman has created a step-by-step guide. With illuminating examples and simple explanations, he shares everything you need to know as a plan participant: how much you need to retire comfortably, how to make wise choices among your investment options, and how to maximize the benefits of your 401(k). Along the way, he debunks the myths and clears up the confusion.

Signs of Life in the U.S.A. Sonia Maasik 1997

Why She Buys Bridget Brennan 2011 Includes updated introduction with author's postscript, dated September 2011.

Outlines and Highlights for Why We Buy Cram101 Textbook Reviews 2009-11 Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanys: 9780684849140 .

Leadership Rudolph W. Giuliani 2003 The minutes and hours following 11th September terror attacks on the World Trade Center posed the greatest challenge to governance in New York City's history. Mayor Rudolph Giuliani had barely escaped with his life in the collapse of the first tower. Fires burned furiously near the site as the other buildings verged on collapse. Air Force fighter jets criss-crossed the sky to ward off other attacks. And yet in those moments after the calamity, and in the following days and months, Mayor Giuliani not only steered the city through the crisis, but did so with an assurance and authority that was hailed around the world as a model of courageous leadership. In LEADERSHIP, Giuliani describes vividly the chaos and horror of the twin-towers catastrophe, and explains how the rules of management he enforced as Mayor enabled him to gain control of the emergency. These are also the rules, Giuliani makes clear, that anyone in a leadership position - from the head of a large corporation to the owner of a corner shop - can use to inspire others and achieve concrete results.

Sustainable Smart Cities Marta Peris-Ortiz 2016-10-05 This volume provides the most current research on smart cities. Specifically, it focuses on the economic development and sustainability of smart cities and examines how to transform older industrial cities into sustainable smart cities. It aims to identify the role of the following elements in the creation and management of smart cities: • Citizen participation and empowerment • Value creation mechanisms • Public administration • Quality of life and sustainability • Democracy • ICT • Private initiatives and entrepreneurship Regardless of their size, all cities are ultimately agglomerations of people and institutions. Agglomeration economies make it possible to attain minimum efficiencies of scale in the organization and delivery of services. However, the economic benefits do not constitute the main advantage of a city. A city's status rests on three dimensions: (1) political impetus, which is the result of citizens' participation and the public administration's agenda; (2) applications derived from technological advances (especially in ICT); and (3) cooperation between public and private initiatives in business development and entrepreneurship. These three dimensions determine which resources are necessary to create smart cities. But a smart city, ideal in the way it channels and resolves technological, social and economic-growth issues, requires many additional elements to function at a high-performance level, such as culture (an environment that empowers and engages citizens) and physical infrastructure designed to foster competition and collaboration, encourage new ideas and actions, and set the stage for new business creation. Featuring contributions with models, tools and cases from around

the world, this book will be a valuable resource for researchers, students, academics, professionals and policymakers interested in smart cities.

Buyology Martin Lindstrom 2012-07-31 Most anti-smoking campaigns inadvertently encourage people to smoke. The scent of melons helps sell electronic products. Subliminal advertising may have been banned, but it's being used all the time. Product placement in films rarely works. Many multi-million pound advertising campaigns are a complete waste of time. These are just a few of the findings of Martin Lindstrom's groundbreaking study of what really makes consumers tick. Convinced that there is a gulf between what we believe influences us and what actually does, he set up a highly ambitious research project that employed the very latest in brain-scanning technology and called on the services of some 2000 volunteers. Buyology shares the fruits of this research, revealing for the first time what actually goes on inside our heads when we see an advertisement, hear a marketing slogan, taste two rival brands of drink, or watch a programme sponsored by a major company. The conclusions are both startling and groundbreaking, showing the extent to which we deceive ourselves when we think we are making considered decisions, and revealing factors as varied as childhood memories and religious belief that come together to influence our decisions and shape our tastes.

The 60-Minute Money Workout Ellie Kay 2010-12-14 Financial transformation in just one hour a week! You can revolutionize your finances in only sixty minutes! Looking for long-term economic stability and not common quick-fix schemes? Discover the secrets that Ellie Kay used to deliver her family from \$40,000 in consumer debt. Now a nationally recognized financial expert and best-selling author, Ellie shares her one-hour-a-week program that has made it possible to take care of her family and do it all debt-free! With entertaining anecdotes, easy-to-follow charts, and practical advice, The 60-Minute Money Workout is both fun and feasible. You'll be able to: br" Get out of debt and save for your kids' collegebr" Have meaningful and debt-free vacationsbr" Pay cash for your carsbr" Make a difference in the world by giving generouslybr" Find financial peace with your spouse

The Future of Omni-Channel Retail Lionel Binnie 2018-05-22 Everyone shops online these days, but there are certain experiences and products that resist the move to e-commerce. When we can order almost anything online, what compels us to make a purchase in person? Examine how retail has evolved through the years and the current state now to predict retail trends likely to happen in the near future.

Impulse David Lewis 2013-10-01 Impulse explores what people do despite knowing better, along with snap decisions that occasionally enrich their lives. This eye-opening account looks at two kinds of thinking--one slow and reflective, the other fast but prone to error--and shows how our mental tracks switch from the first to the second, leading to impulsive behavior.

Decoding the New Consumer Mind Kit Yarrow 2014-03-18 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.

Design for Effective Selling Space Joseph Weishar 1992 Examines the rationale behind dozens of different sales settings, analyzing the elements that go into creating the right ambiance for the merchandise being sold. Illustrated with floor plans and photographs (many in color). Annotation copyrighted by Book News, Inc., Portland, OR

What Women Want Paco Underhill 2011-07-19 The author of Why We Buy reports on the growing importance of women in everybody's marketplace--what makes a package, product, space, or service "female friendly." He offers a tour of the world's marketplace--with shrewd observations and practical applications to help everybody adapt to the new realities. Underhill examines how a woman's role as homemaker has evolved into homeowner; how the home gym and home office are linked to the women's health movement and home-based businesses; why the refrigerator has trumped the stove as the crucial appliance; why some malls are succeeding while others fail. "The point is," writes Underhill, "while men were busy doing other things, women were becoming a major social, cultural, and economic force." And, as he warns, no business can afford to ignore their power and presence--From publisher description.

The Second Media Age Mark Poster 2018-03-08 This book examines the implications of new communication technologies in the light of the most recent work in social and cultural theory and argues that new developments in electronic media, such as the Internet and Virtual Reality, justify the designation of a "second media age".

How We Eat Paco Underhill 2022-01-04 An entertaining and timely exploration of how our food—from where it's grown to how we buy it—is in the midst of a transformation, showing how this is our chance to do better, for us, for our children, and for our planet, from a global expert on consumer behavior. Our food system—how we produce, process,

distribute, and consume food—is broken. But we have the opportunity to do better. Market researcher and bestselling author Paco Underhill sets out to solve these problems and show us where our eating and driving lives are headed in his newest book, *How We Eat*. Hailed by the *San Francisco Chronicle* as “a Sherlock Holmes for retailers,” Underhill takes an upbeat, hopeful, and characteristically witty approach to how we can change the way we consume. *How We Eat* reveals the future of food in surprising ways, like how the city is getting country-fied with the rise of farmer’s markets and rooftop farms; how supermarkets are on their way out with their most valuable real estate, their parking lot, for growing their own food and hosting community events; and how marijuana farmers, who have been using artificial light to grow a crop for years, have developed a playbook so mainstream merchants and farmers across the world can grow food in an uncertain future. Paco Underhill is the expert behind the most prominent brands, consumer habits, and market trends and the author of multiple highly acclaimed books, including *Why We Buy*. In *How We Eat*, he shows how food intersects with every major battle we face today, from political and environmental to economic and racial, and invites you to the market to discover more.

Out of My Skull James Danckert 2020 Usually when we're bored, we try to distract ourselves. But soon enough, boredom returns. James Danckert and John Eastwood argue that we can learn to handle boredom more effectively by recognizing what research shows: boredom indicates unmet psychological needs. Boredom, therefore, can motivate us to change what isn't working in our lives.

The New Rules of Retail Robin Lewis 2014-08-12 In *The New Rules of Retail*, industry gurus Robin Lewis and Michael Dart explained how unprecedented consumer power, enabled by technology and globalization, is revolutionizing retail. They warned that survival in these dynamic times called for a business model based on three distinct competencies: preemptive, perpetual distribution; a neurological customer connection; and total control of the value chain. In the years since that book published, many of their predictions have come true. Now, they revisit timeless case studies like Ralph Lauren and Sears, as well as new additions like Trader Joe's, Lululemon, and Warby Parker, to assess how retailers must continue to evolve in the era of e-commerce, data mining, and tiered distribution. They also identify the five current trends that are currently driving consumer demand, including technology integration and channel consolidation, as exemplified by Jeff Bezos at Amazon. This is a fully revised and updated guide from two proven retail prognosticators.

Why We Buy Ella Gray 2014-11-26 Marketing is the process of communicating the value of a product to customers, for the purpose of selling that product (goods or services). Another simple definition of "marketing" is "managing profitable customer relationships." Marketing can be looked at as an organizational function and a set of processes for creating, delivering and communicating value to customers, and customer relationship management that also benefits the organization. Marketing is the science of choosing target markets through market analysis and market segmentation, as well as understanding consumer behavior and providing superior customer value. From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. Marketing satisfies these needs and wants through exchange processes and building long term relationships.

The Future of Shopping Julian E. Markham 2016-07-27 In many countries shopping has been transformed from High Street stores to large out-of-town Retail Parks and Shopping Centres. Technology now provides the opportunity for many products and services to be promoted and purchased electronically, particularly via the Internet. This will progress differently for different products, regions, consumer groups, etc. This book presents future scenarios for the retail industry in the light of Internet shopping. Through its unique perspective, it examines developments so far, and through the insight of the author who is one of the leading professionals in shopping centre developments, takes an inspired look at the future of retailing in the next century.

Selling the Invisible Harry Beckwith 2000-10-15 *SELLING THE INVISIBLE* is a succinct and often entertaining look at the unique characteristics of services and their prospects, and how any service, from a home-based consultancy to a multinational brokerage, can turn more prospects into clients and keep them. *SELLING THE INVISIBLE* covers service marketing from start to finish. Filled with wonderful insights and written in a roll-up-your-sleeves, jargon-free, accessible style, such as: Greatness May Get You Nowhere Focus Groups Don'ts The More You Say, the Less People Hear & Seeing the Forest Around the Falling Trees.

Buyology Martin Lindstrom 2008-10-21 *NEW YORK TIMES BESTSELLER* • “A fascinating look at how consumers perceive logos, ads, commercials, brands, and products.”—*Time* How much do we know about why we buy? What truly influences our decisions in today’s message-cluttered world? In *Buyology*, Martin Lindstrom presents the astonishing findings from his groundbreaking three-year, seven-million-dollar neuromarketing study—a cutting-edge experiment that peered inside the brains of 2,000 volunteers from all around the world as they encountered various ads, logos, commercials, brands, and products. His startling results shatter much of what we have long believed about what captures our interest—and drives us to buy. Among the questions he explores: • Does sex actually sell? • Does subliminal advertising still surround us? • Can “cool” brands trigger our mating instincts? • Can our other senses—smell, touch, and sound—be aroused when we see a product? *Buyology* is a fascinating and shocking journey into the mind of today's consumer that will captivate anyone who's been seduced—or turned off—by marketers' relentless attempts to win our loyalty, our money, and our minds.

Why We Shop James A. Pooler 2003 Pooler offers a captivating exploration of the emotional and psychological dimensions of shopping.

The E-Myth Manager Michael E. Gerber 2009-10-13 More than ten years after his first bestselling book, *The E-Myth*, changed the lives of hundreds of thousands of small business owners, Michael Gerber?trepreneur, author, and speaker extraordinaire?res the next salvo in his highly successful *E-Myth Revolution*. Drawing on lessons learned from

working with more than 15,000 small, medium-sized, and very large organisations, Gerber has discovered the truth behind why management doesn't work and what to do about it. Unearthing the arbitrary origins of commonly held doctrines such as the omniscience of leader (Emperor) and the most widely embraced myth of all?e E-Myth Manager offers a fresh, provocative alternative to management as we know it. It explores why every manager must take charge of his own life, reconcile his own personal vision with that of the organisation, and develop an entrepreneurial mind-set to achieve true success.

Get Better Or Get Beaten! Robert Slater 2001 Get Better or Get Beaten, 2nd edition, is a thorough revision of one of the best selling Jack Welch books ever published. First published in hardcover in 1994, that book sold close to 100,000 copies through all channels. Unlike other books on Welch, this is a short, fast-paced book that reads like a manager's little instruction book. This book, which Welch has told us he refers to when he has to give a speech, includes the principles and techniques that helped make GE one of the world's most competitive companies.

Marketing Theory Michael J Baker 2010-03-31 Electronic Inspection Copy available for instructors here Building on the popularity of the first edition, published in 2000, the Second Edition brings together revised and new, original chapters from an outstanding team of contributors providing an authoritative overview of the theoretical foundations and current status of thinking on topics central to the discipline and practice of marketing. Summary of key features: - A marketing theory text written specifically for students - Provides an introduction and overview of the role of theory in marketing - Contributors are leading, well-established authorities in their fields - Explains key concepts for students in a clear, readable and concise manner. - Provides full, in-depth coverage of all topics, with recommended further readings

Retail Analytics Emmett Cox 2011-10-18 The inside scoop on boosting sales through spot-on analytics Retailers collect a huge amount of data, but don't know what to do with it. Retail Analytics not only provides a broad understanding of retail, but also shows how to put accumulated data to optimal use. Each chapter covers a different focus of the retail environment, from retail basics and organization structures to common retail database designs. Packed with case studies and examples, this book insightfully reveals how you can begin using your business data as a strategic advantage. Helps retailers and analysts to use analytics to sell more merchandise Provides fact-based analytic strategies that can be replicated with the same success the author achieved on a global level Reveals how retailers can begin using their data as a strategic advantage Includes examples from many retail departments illustrating successful use of data and analytics Analytics is the wave of the future. Put your data to strategic use with the proven guidance found in Retail Analytics.

Why We Buy Paco Underhill 2000-06-02 Revolutionary retail guru Paco Underhill is back with a completely revised edition of his classic, witty bestselling book on our ever-evolving consumer culture—full of fresh observations and important lessons from the cutting edge of retail such as Internet behemoths Amazon and iTunes as well as the globalization of retail in the world's emerging markets.

Clark Howard's Living Large in Lean Times Clark Howard 2011-08-02 Clark Howard is a media powerhouse and penny-pincher extraordinaire who knows a thing or two about money. A lifelong entrepreneur who is now the hugely popular host of a talk radio program and television show and the bestselling author of several books, Clark consistently delivers expert financial advice to his wide and devoted fan base. Living Large in Lean Times is Clark's ultimate guide to saving money, covering everything from cell phones to student loans, coupon websites to mortgages, investing to electric bills, and beyond. In his candid and friendly next-door-neighbor manner, Clark shares the small, manageable steps everyone can follow to build a path towards independence and wealth. Chock-full of more than 250 invaluable tips, the book outlines how to: Locate missing and unclaimed money in your name Lower your student loan payment Find legitimate work-at-home opportunities Get unlimited texting and e-mailing for less than \$10 per month Know what personal info not to post to social media sites Determine the best mortgage rate, and much, much more As Clark demonstrates, there are myriad ways to reduce debt, buy smarter, and build a future. Follow his lead and he'll get you there.

Who Says Elephants Can't Dance? Louis V. Gerstner 2003-12-16 Who Says Elephants Can't Dance? sums up Lou Gerstner's historic business achievement, bringing IBM back from the brink of insolvency to lead the computer business once again. Offering a unique case study drawn from decades of experience at some of America's top companies -- McKinsey, American Express, RJR Nabisco -- Gerstner's insights into management and leadership are applicable to any business, at any level. Ranging from strategy to public relations, from finance to organization, Gerstner reveals the lessons of a lifetime running highly successful companies.

Little Black Stretchy Pants Chip Wilson 2018-11-27 The unauthorized story of lululemon. This is a book about ordinary people who took an opportunity to be creative, to be innovative, and to maximize their potential. Chip Wilson's part in this story comes from the learnings of thousands of mistakes. He set the culture, business model, quality platform, people development program and then got out of the way. Lululemon's exponential growth, culture, and brand strength has few peers and it is because of those who employees who choose to be great. This book is also about missed opportunity – five years of missed opportunity. Chip was playing to win, while the directors of the company he founded were playing not to lose.

Why We Buy Paco Underhill 2008-06-26 An expert on shopping behavior and motivation offers an analysis of consumers' tastes and habits, discussing why point-of-sale purchases are still the most significant, and why Internet shopping will not replace the mall.

Call of the Mall Paco Underhill 2004-02-09 The author of the international bestseller Why We Buy—praised by The New York Times as “a book that gives this underrated skill the

respect it deserves”—now takes us to the mall, a place every American has experienced and has an opinion about. Paco Underhill, the Margaret Mead of shopping and author of the huge international bestseller *Why We Buy*, now takes us to the mall, a place every American has experienced and has an opinion about. The result is a bright, ironic, funny, and shrewd portrait of the mall—America’s gift to personal consumption, its most powerful icon of global commercial muscle, the once new and now aging national town square, the place where we convene in our leisure time. It’s about the shopping mall as an exemplar of our commercial and social culture, the place where our young people have their first taste of social freedom and where the rest of us compare notes. *Call of the Mall* examines how we use the mall, what it means, why it works when it does, and why it sometimes doesn’t.

Call of the Mall Paco Underhill 2004 Like Underhill's bestseller, *Why We Buy*, this is a pleasurable and informative book on how we shop that surprises and tickles. Like Bill Bryson's *Walk in the Woods*, which took readers up the Appalachian Trail, this book takes readers to a place they know much better: the shopping centre, the place where people meet. Nothing exemplifies shopping more than the mall or shopping centre. It is the US's gift to personal consumption and the crossroad where consumer marketing, media and street culture meet. It is where the developed world (and increasingly everyone else too) goes to acquire, eat and hang out. It is where fashion trends are made dreams are constructed, and many people find their first jobs. *The Call of the Mall* is about sex and buying lingerie, about why the same camel coat costs exactly twice as much in the women's department to the men's, about why all mall food is so dreadful when the commodities in the shops are so good. Why location matters so much - but more for perfumes than DIY and why malls are invariably such bad architecture. Underhill's views on the mall are sophisticated, funny, serious, and surprising.

Atomic Habits James Clear 2018-10-16 The #1 New York Times bestseller. Over 4 million copies sold! *Tiny Changes, Remarkable Results* No matter your goals, *Atomic Habits* offers a proven framework for improving--every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work. Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way, readers will be inspired and entertained with true stories from Olympic gold medalists, award-winning artists, business leaders, life-saving physicians, and star comedians who have used the science of small habits to master their craft and vault to the top of their field. Learn how to: • make time for new habits (even when life gets crazy); • overcome a lack of motivation and willpower; • design your environment to make success easier; • get back on track when you fall off course; ...and much more. *Atomic Habits* will reshape the way you think about progress and success, and give you the tools and strategies you need to transform your habits--whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.

52 Funeral Sermons Barry L. Davis 2013-05-05 For most of us, one of the most rewarding, yet difficult tasks, is preparing messages to preach and teach. We are honored by God to stand before our congregation each week, and we want to give them the very best, but with the press of the many demands of ministry, sometimes that is difficult to do. And if you're like me, you prefer writing your own sermons because you have a special connection with your congregation that is hard to reach through a message someone else has written. In other words, no one knows your people like you do! Our new Pulpit Outline Series gives you a starting point - a sermon title, a deductive sermon outline; and a relevant illustration you can use however you like. In this edition, rather than an outline, we have given you full manuscript messages that can be edited to suit your purposes. We invite you to make these messages your own, because only you know the people God has called you to preach to. And we are so honored that you've invested in this unique third volume in the Pulpit Outline series - *52 Funeral Sermons*. We have put together the most tasteful, relevant, and Biblical messages possible. May God Bless You as You Share His Word!

Why We Buy Paco Underhill 2009 A revised edition of a best-selling work on America's consumer culture makes observations about the retail practices of other cultures, describes the latest trends in online retail, and makes recommendations for how major companies can dramatically improve customer service practices. Original.

The Anarchist Cookbook William Powell 2018-03-11 *The Anarchist Cookbook* will shock, it will disturb, it will provoke. It places in historical perspective an era when "Turn on, Burn down, Blow up" are revolutionary slogans of the day. Says the author "This book... is not written for the members of fringe political groups, such as the Weatherman, or The Minutemen. Those radical groups don't need this book. They already know everything that's in here. If the real people of America, the silent majority, are going to survive, they must educate themselves. That is the purpose of this book." In what the author considers a survival guide, there is explicit information on the uses and effects of drugs, ranging from pot to heroin to peanuts. There i detailed advice concerning electronics, sabotage, and surveillance, with data on everything from bugs to scramblers. There is a comprehensive chapter on natural, non-lethal, and lethal weapons, running the gamut from cattle prods to sub-machine guns to bows and arrows.

Supermarket Shoppology Phillip Adcock 2011-08-01 For shoppers and retailers, brand owners and marketers, this book will illustrate how purchasing decisions are made, what lies behind them and how to become a smarter shopper or retailer. Follow and apply the practical steps in this book, and you'll be able to recognise you own approach to

shopping and become more efficient and practical shoppers.

Practice What You Preach David H. Maister 2012-12-11 In today's highly competitive realm of professional service firms, the quest for individual stardom is at an all-time high. The temptation to rack up the most billable hours and out-perform one's fellow advisers is often irresistible. But it is also shortsighted and terribly counterproductive, according to world-renowned authority and acclaimed author David Maister. In this groundbreaking book, Maister issues a much-needed wake-up call to today's professional service firms. Arguing that a far greater contribution to a firm's success can come from those who find fulfilment in seeing other's succeed rather than those who assume the role of "most valuable player". The author outlines and discusses in detail the nine key "people" issues upon which successfully managed and profitable organisations rely. Supporting his findings with a range of compelling data, Maister demonstrates how and why firms that emphasise the highest standards of employee professionalism are invariably more financially successful than those that don't.

Why We Believe in God(s) J. Anderson Thomson 2014-07-01 In this groundbreaking volume, J. Anderson Thomson, Jr., MD, with Clare Aukofer, offers a succinct yet comprehensive study of how and why the human mind generates religious belief. Dr. Thomson, a highly respected practicing psychiatrist with credentials in forensic psychiatry and evolutionary psychology, methodically investigates the components and causes of religious belief in the same way any scientist would investigate the movement of astronomical bodies or the evolution of life over time—that is, as a purely natural phenomenon. Providing compelling evidence from psychology, the cognitive neurosciences, and related fields, he, with Ms. Aukofer, presents an easily accessible and exceptionally convincing case that god(s) were created by man—not vice versa. With this slim volume, Dr. Thomson establishes himself as a must-read thinker and leading voice on the primacy of reason and science over superstition and religion.