



# Consumerology: The Market Research Myth, the Truth About Consumers, and the Psychology of Shopping

*Philip Graves*

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**Consumerology: The Market Research Myth, the Truth About Consumers, and the Psychology of Shopping** Philip Graves

"This book is a real eye-opener and I would recommend it for any manager at any stage in their career."—*Professional Manager Magazine*

Philip Graves reveals the myriad tricks and psychological games retailers play on consumers, the ways in which we are manipulated into buying things we don't want, and the cutting edge science being used to change our habits to ever more significant degrees.

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