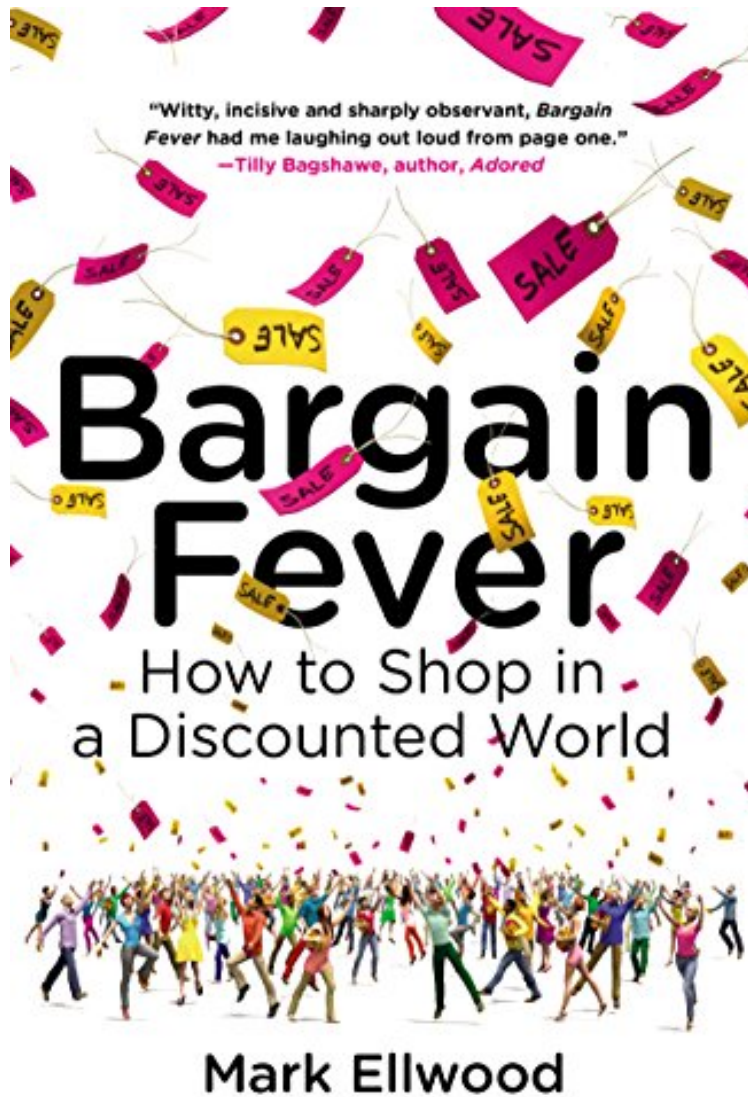


## Bargain Fever: How to Shop in a Discounted World

Mark Ellwood

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**Mark Ellwood : Bargain Fever: How to Shop in a Discounted World** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Bargain Fever: How to Shop in a Discounted World:

6 of 6 people found the following review helpful. Not what I expectedBy cattoesInteresting book, especially Chapter 1 which explains why we are affected by sales. However, the balance of the book gives the history of different types of retail venues. From the title, I expected hints, ideas, etc on how to shop for bargains, "How to Shop in a Discounted World", wasn't there.1 of 1 people found the following review helpful. DisappointingBy JJLouisI'm going to give it two stars instead of just one simply because it was well-researched. As someone else mentioned, it reads like a

business psychology textbook. There's a lot of talk about how company's operate and take advantage of people through psychological trickery, but very little, if any information on "How to (Actually) Shop in a Discounted World". However, if you're having trouble falling asleep at night, this may be the cure you've been searching for. 0 of 0 people found the following review helpful. Five Stars By Customer Great ways to save money

When Coca-Cola offered the first retail coupon in the 1880s, customers were thrilled. But today, one in four American shoppers will buy something only if it's on sale, and almost half of all merchandise carries a promotional price. The relentless pursuit of deals has totally disrupted the relationship between buyers and sellers. In this playful, well-researched book, journalist Mark Ellwood investigates what happens to markets when everything's negotiable.