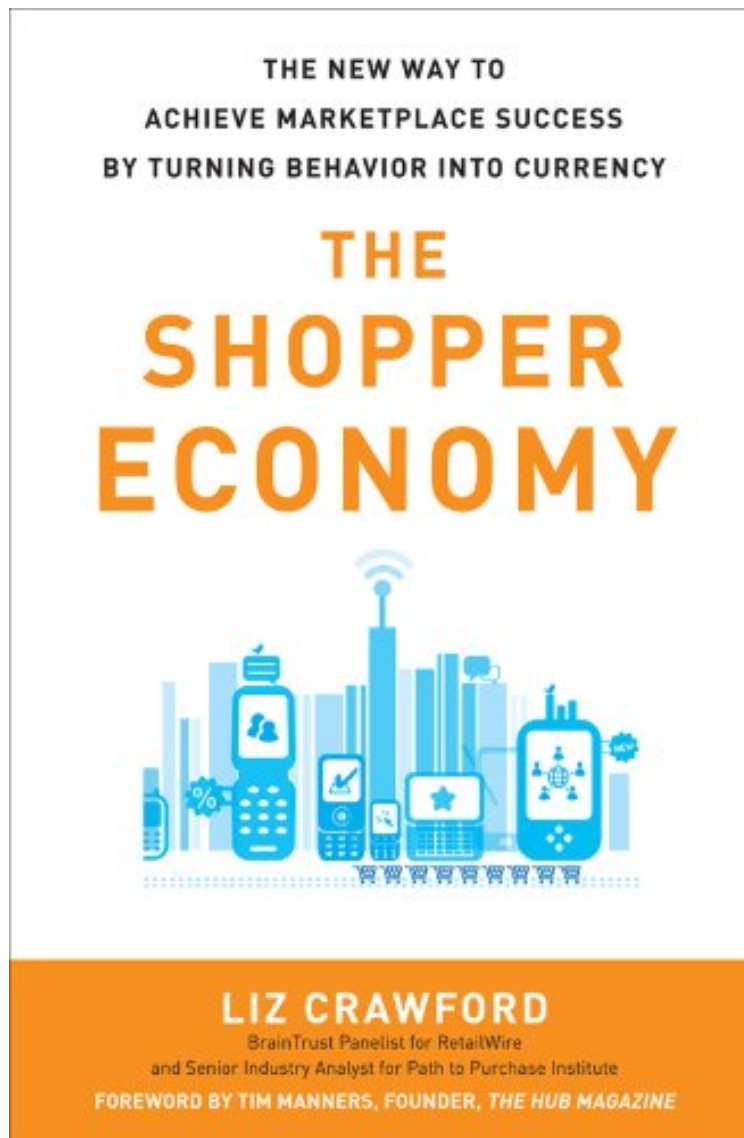


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The Shopper Economy: The New Way to Achieve Marketplace Success by Turning Behavior into Currency

Liz Crawford

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GET READY FOR THE AGE OF SHOPPER MARKETING Consumers today are armed with a wealth of content--price comparisons, reviews, and even online inventory data--and this is good news for marketers, because these tools empower consumers, making them into shoppers who are more willing than ever to interact with your brand . . . but for a price. The value of these shoppers' attention is soaring, and *The Shopper Economy* gives you the framework for capturing and monetizing this valuable commodity. Liz Crawford, a leading marketing innovator and consumer behavior analyst, gives a fast-paced and comprehensive look at how the unprecedented availability of information is a boon to brands, because it lets shoppers perform the labor of marketing when they watch and share ads, recommend products, and interact with brands and each other. Crawford presents interviews with marketers and shoppers, and case studies of how brands like 7-Eleven, Carnival Cruises, and Kia are using Shopkick, foursquare, and other platforms to stay ahead of accelerating changes in consumer empowerment by encouraging and rewarding everyday activities--entering a store, messaging, recommending, "Liking," playing, and more. From these examples you will learn how to accurately measure and assess the value of shoppers' activities. Translate the four key shopper behaviors--attention, participation, advocacy, and loyalty--into "Shopper Currency," real and virtual rewards that have measurable value to buyers and sellers. Improve your business's ROI in shopper marketing by avoiding activity-for-activity's sake and other common pitfalls. Align your brand more seamlessly with your shoppers' own personal "brands." *The Shopper Economy* provides you with a high-level strategy that makes every shopper interaction a valuable transaction. It offers invaluable insights about today's rapidly evolving marketing landscape and proven solutions for how your brand can turn "path-to-purchase" models and consumer reward programs into lasting and profitable relationships with shoppers everywhere. **PRAISE FOR THE SHOPPER ECONOMY** "Every ten years, Consumer Marketing reinvents itself. If the 1990s were about Category Management, Shopper Insights has been the driver of the moment. Liz Crawford deconstructs the movement with precision." -- Paco Underhill, CEO Envirosell Inc., and author of *Why We Buy* "A fascinating account of the present and future direction of marketing to shoppers. It is a brave new world that Liz Crawford writes about with real clarity. Her book is a bright door to the future." -- Herb Sorensen, PhD, Global Scientific Advisor, TNS Global Retail Shopper Practice, and author of *Inside the Mind of the Shopper* "If you want to understand how to motivate shoppers and leverage the new shopper currency--behavior--you need to read this book. Liz Crawford details shopper behaviors, old and new, and provides a road map for brands that need to meet marketing and sales goals in an unbelievably complex shopping environment." -- Al McClain, CEO and founder, RetailWire.com "A refreshing and thought-provoking exploration of today's dynamic, highly digital consumer market place. I highly recommend [that] anyone who thinks they know something about shopper marketing or wants to think about it a bit more out of the box read this book and take Liz Crawford's advice to heart." -- Dan Flint, PhD, director, University of Tennessee Shopper Marketing Forum

About the Author Liz Crawford is a contributing writer to *Shopper Marketing* magazine and a senior industry analyst for the Path to Purchase Institute. She has more than 20 years in brand management and consulting experience with a concentration in innovation and new product development.