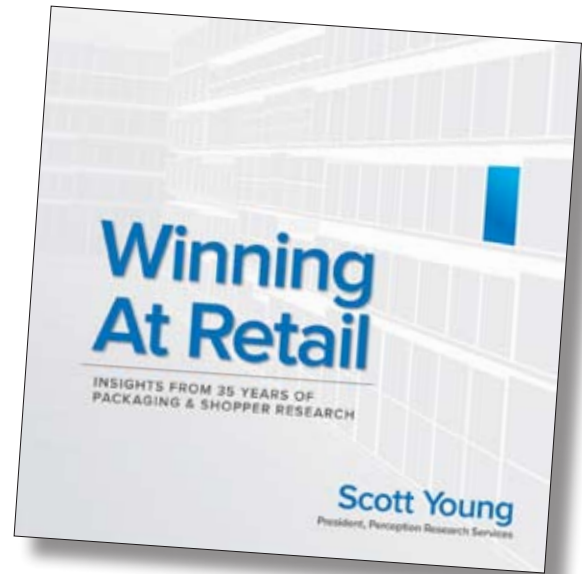


Winning At Retail

INSIGHTS FROM 35 YEARS OF
PACKAGING & SHOPPER RESEARCH

by **Scott Young**

President, Perception Research Services



Winning At Retail shares insights, case studies and lessons learned from thousands of studies conducted by Perception Research Services, the leading company in packaging and shopper marketing research.

This book is a resource for marketers, researchers and designers to become more successful at “winning at retail.” Let Young’s analysis — on topics like managing risk in a redesign, the key principles to drive effective packaging and using research effectively — educate you as you develop marketing strategy.

Readers will gain a better understanding of what works at the shelf – and many practical insights valuable to anyone involved in shopper marketing, design, packaging and consumer research.

Name

Company

Address

City, State, Zip

Phone, Fax, Email

Please Circle



Indicate Quantity: _____ Books

Cardholder's Name

Card Number

Expiration Date

Cardholder's Signature

Price Per Book: \$29.95

Tax Per Book: \$3.00

(Plus shipping if applicable)

Please FAX completed form to: (847) 675-7494