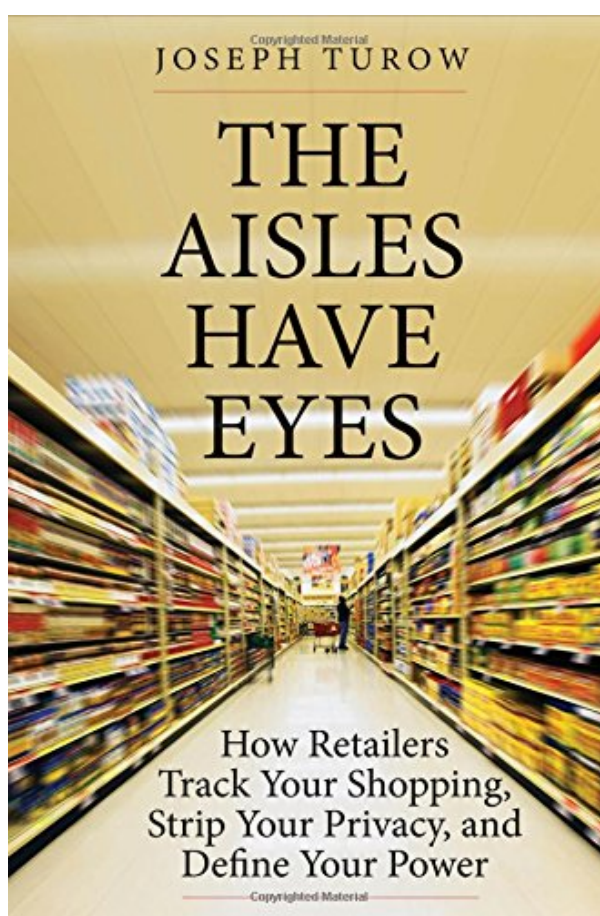
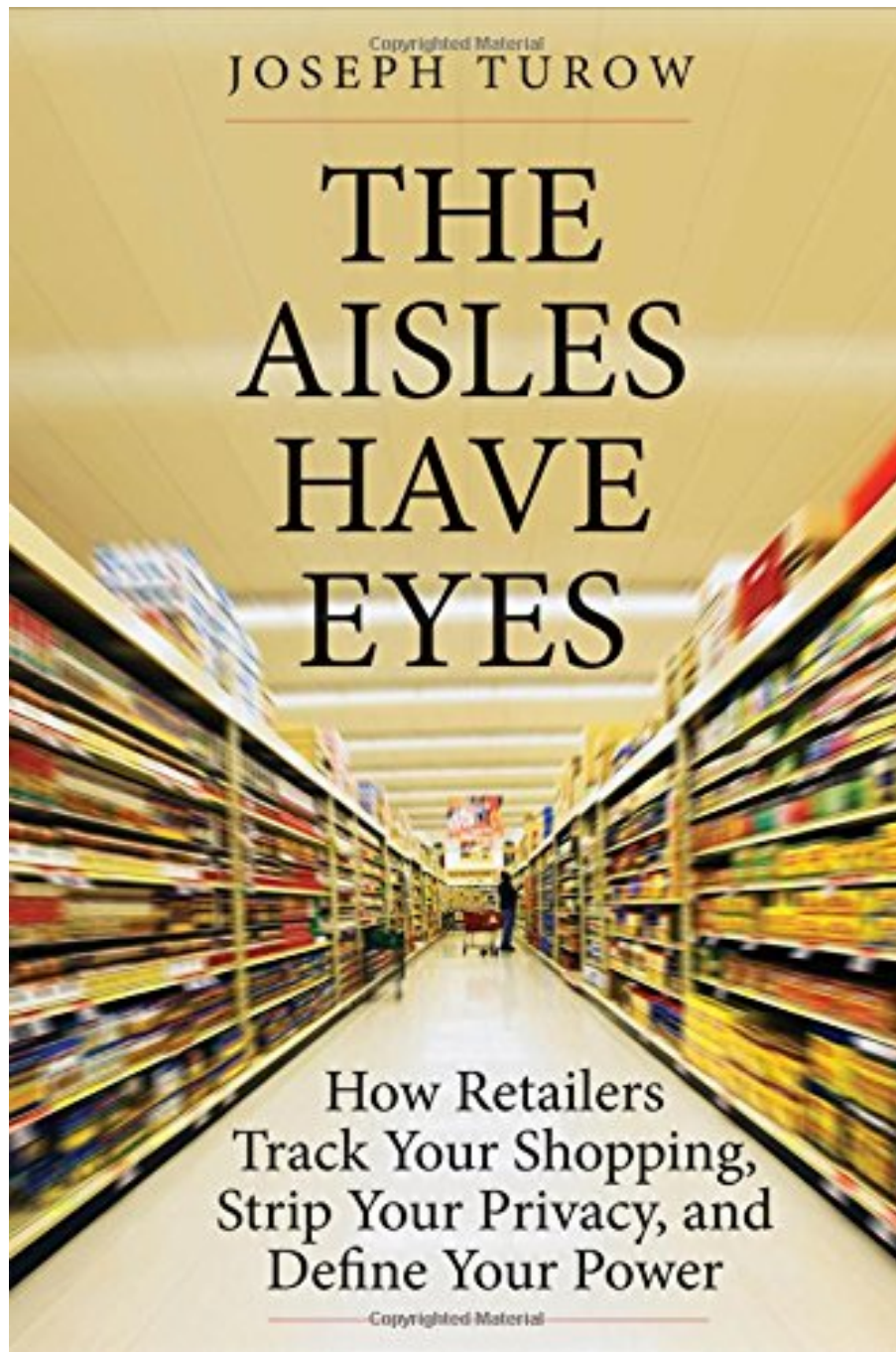


**THE AISLES HAVE EYES: HOW RETAILERS
TRACK YOUR SHOPPING, STRIP YOUR
PRIVACY, AND DEFINE YOUR POWER BY
JOSEPH TUROW**



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The Aisles Have Eyes: How Retailers Track Your Shopping, Strip Your Privacy, And Define Your Power By Joseph Turow. The developed technology, nowadays assist every little thing the human requirements. It includes the everyday activities, works, workplace, entertainment, and also more. One of them is the fantastic net link and computer system. This problem will certainly ease you to assist one of your leisure activities, reading habit. So, do you have eager to read this book *The Aisles Have Eyes: How Retailers Track Your Shopping, Strip Your Privacy, And Define Your Power By Joseph Turow* now?

Review

"The store is a battleground for new contests over privacy and individual autonomy. This fact-filled book performs a genuine public service and should put every shopper on high alert." Shoshana Zuboff, Harvard Business School
(Shoshana Zuboff)

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"Turow deftly triangulates an imminent retail future, for better or worse. The aisles have eyes indeed. But given consumer-empowering mobile technology, so will we."—Mike Boland, Chief Analyst, BIA/Kelsey
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About the Author

Joseph Turow is Robert Lewis Shayon Professor of Communication and associate dean for graduate studies at the Annenberg School for Communication at the University of Pennsylvania. He is the author of several books, including *The Daily You: How the New Advertising Industry Is Defining Your Identity and Your Worth*.

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THE AISLES HAVE EYES: HOW RETAILERS TRACK YOUR SHOPPING, STRIP YOUR PRIVACY, AND DEFINE YOUR POWER BY JOSEPH TUROW PDF

A revealing and surprising look at the ways that aggressive consumer advertising and tracking, already pervasive online, are coming to a retail store near you

By one expert's prediction, within twenty years half of Americans will have body implants that tell retailers how they feel about specific products as they browse their local stores. The notion may be outlandish, but it reflects executives' drive to understand shoppers in the aisles with the same obsessive detail that they track us online. In fact, a hidden surveillance revolution is already taking place inside brick-and-mortar stores, where Americans still do most of their buying. Drawing on his interviews with retail executives, analysis of trade publications, and experiences at insider industry meetings, advertising and digital studies expert Joseph Turow pulls back the curtain on these trends, showing how a new hyper-competitive generation of merchants—including Macy's, Target, and Walmart—is already using data mining, in-store tracking, and predictive analytics to change the way we buy, undermine our privacy, and define our reputations. Eye-opening and timely, Turow's book is essential reading to understand the future of shopping.

- Sales Rank: #202873 in Books
- Brand: imusti
- Published on: 2017-01-17
- Original language: English
- Dimensions: 9.25" h x .94" w x 6.12" l, .0 pounds
- Binding: Hardcover
- 344 pages

Features

- Yale University Press

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Most helpful customer reviews

1 of 1 people found the following review helpful.

If You Are Interested In How Retailers are Using the Latest Proximity Marketing & Tracking Technology, This Book Is a Must Read!

By John Possumato

As a technology entrepreneur and attorney in the world of beacon technology and proximity marketing for local retailing, I am consistently searching for well written authoritative books, articles and blogs on the topic. Tremendous growth in this area is a forgone conclusion, for instance, most of the high powered forecasters of the world are predicting that beacon use in the US, will jump from about 7 million in service at the end of 2016, to over 400 million by 2020. I am sad to say, however, that there are very few really good publications on the topic (believe me I have looked). In this Dr. Turow’s “The Aisles Have Eyes” stands out as one of, if not the best book on the subject as it relates to the retail environment. The book has the most valuable information on latest developments on what some of the larger retailers and information gatherers are doing today with derived tracking inputs, and it puts this in historical context, based on the evolution of merchant retailing (this I found particularly enriching, as, if you know “where you have been” it’s much easier to envision where things might be going).

For a non-technical book, it does a good job of relaying the most up to date technologies recently piloted and deployed by the most advanced retailers (this in itself, to me is worth the price). Also, in addition to a well-researched and clear account of where things are now for the largest “data miners,” (outside firms and

retailing empires), Dr. Turow does an excellent job of laying out both the benefits and the downside to the consumer of this proximity tracking. In one respect (and the way I tend to look at it), on site, location based proximity marketing equips the small local merchant with the ultimate tools to survive “showrooming,” and the ever expanding online monopolies (not only from the Amazons of the world in direct sales competition, but the Googles, Facebooks, etc. that want to claim every advertising dollar), with the ability to promote a coupon or discount to an in-store (or passing by) shopper at the point of contact. The dark side though (which I have to admit I never really deeply thought about, until I read the book), is the ability to use this last piece of on-location data, match it with thousands of other bits of data, and, indeed, have such a complete profile that discriminatory pricing will be the norm (imagine, all items priced the way airlines price their wares, in subterfuge).

In summary, if one has any interest at all in where location based proximity marketing (beacons, geofencing, camera identification) is today and where it is rapidly heading in the future, either as a retailer, a technology fan, or just as a conscientious consumer, this is a “must read” book, and in this is unique in the field.

1 of 1 people found the following review helpful.

Eye-Opening and Easy Must Read for ALL

By NY_Donna

This is an eye-opening and easy, must read for consumers, marketers, and privacy experts alike. Consumers need to know that almost everything we do in-stores and online is tracked by retailers (and others) in the name of providing us with better service, better prices, more convenience, personalization, discounts, coupons, etc. And, we need to better educate ourselves about what’s being done with all the data we share intentionally or without our knowledge. Yes, without our knowledge from our beloved smartphones! Marketers need to know that they are pushing boundaries and taking advantage of what consumers should know, but don’t. Books like this one help educate consumers and let retailers know that they may very well be going too far and that we are onto them. As an avid shopper (in-store and online) and former retail executive responsible for efforts and programs like some of the ones Turow describes, I couldn’t put the book down until I finished it. It was scary good!

2 of 2 people found the following review helpful.

Big Brother!

By Amazon Customer

I have been aware that companies keep track of the things I buy. That's the reason for giving us that plastic tag and scanning it every time we buy something! Big Brother is alive and watching us!!!! The book confirms this and is quite enlightening!

See all 10 customer reviews...

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