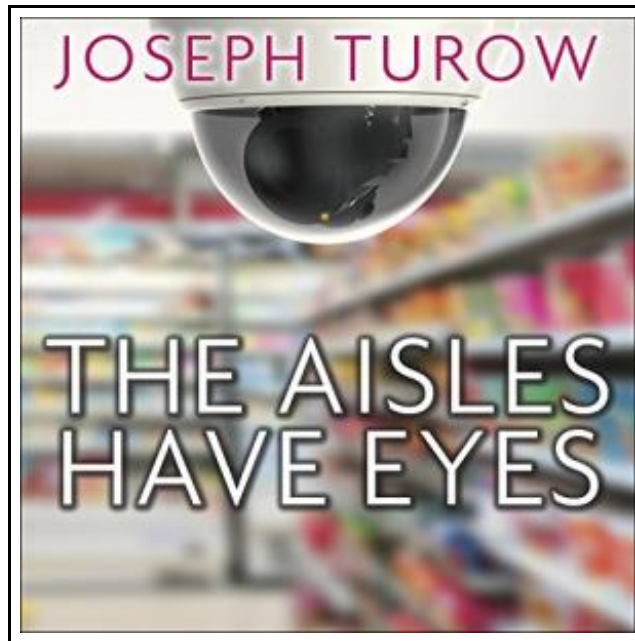


The Aisles Have Eyes: How Retailers Track Your Shopping, Strip Your Privacy, and Define Your Power



Filesize: 9.63 MB

Reviews

Extensive guide for ebook enthusiasts. It is definitely basic but surprises in the fifty percent from the pdf. Your life span is going to be change the instant you comprehensive looking over this ebook.
(Audie Hettinger)

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

[DOWNLOAD](#)

Tantor Media, Inc, United States, 2017. CD-Audio. Condition: New. Unabridged edition. Language: English . Brand New. 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.



[Read The Aisles Have Eyes: How Retailers Track Your Shopping, Strip Your Privacy, and Define Your Power Online](#)



[Download PDF The Aisles Have Eyes: How Retailers Track Your Shopping, Strip Your Privacy, and Define Your Power](#)

You May Also Like



Talking Digital: A Parent s Guide for Teaching Kids to Share Smart and Stay Safe Online

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. It is time for the digital talk. Today, kids are growing up in a wired world. Their...

[Download eBook »](#)



No Friends?: How to Make Friends Fast and Keep Them

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Do You Have NO Friends ? Are you tired of not having any...

[Download eBook »](#)



Daycare Seen Through a Teacher s Eyes: A Guide for Teachers and Parents

America Star Books, United States, 2010. Paperback. Book Condition: New. 224 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Between the good mornings and the good nights it s what...

[Download eBook »](#)



A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half

Createspace, United States, 2014. Paperback. Book Condition: New. 251 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.The ultimate learn-by-doing approachWritten for beginners, useful for experienced developers who want to...

[Download eBook »](#)



Oxford Reading Tree Read with Biff, Chip, and Kipper: Phonics: Level 6: Gran s New Blue Shoes (Hardback)

Oxford University Press, United Kingdom, 2011. Hardback. Book Condition: New. 172 x 142 mm. Language: English . Brand New Book. Read With Biff, Chip and Kipper is the UK s best-selling home reading series. It...

[Download eBook »](#)