

# Views

on the world of  
shoppers, retailers  
and brands



October 17, 2016

[2013 Charles Coolidge Parlin Award](#) | [American Marketing Association](#)

[2007 EXPLOR Award; with Wharton group](#) | [American Marketing Association](#)

[2004 Top 50 Innovators](#) | [Fast Company Magazine](#)

Adjunct Senior Research Fellow | [Ehrenberg-Bass Institute for Marketing Science, University of South Australia](#)

Scientific Advisor | [Kantar Retail](#)

BrainTrust Member | [RetailWire](#)

Chief Scientist and Partner | [Accelerated Merchandising LLC](#)

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## **Accelerated Merchandising, LLC, Announces Release of "Inside the Mind of the Shopper," Second Edition Dr. Herb Sorensen's Newest Work Provides a Roadmap to Shopper-Centric Retailing**

Corbett, Oregon, USA, October 17, 2016 (eReleases)

Dr. Herb Sorensen announces the release of *Inside the Mind of the Shopper, Second Edition*. Dr. Sorensen is the Parlin Market Research Award winner, 2013, and co-founder of Accelerated Merchandising, LLC, a shopper-centric merchandising and store layout consultancy.

This second edition serves as a sequel to Dr. Sorensen's first edition of "Inside the Mind of the Shopper," (2009 Wharton Press), a provocative, top-selling book that introduced the concept of "active retailing" based on 30 plus years of in-store research. This second edition focuses on the rapidly changing retailing marketplace and provides insights on how retailers can become more effective in selling to their customers, resulting in higher sales and profit margins.

"With the enormous amount of disruption retailers of all stripes are facing from new and growing sources of competition, this second edition was written to provide the means and methods to re-think how physical stores are designed and merchandised, to more efficiently sell to a changing shopper. While Amazon and other digital retailers are changing the rules of shopper engagement, many physical store retailers continue practices that have been disrupted by the internet and are no longer as relevant to their shoppers," declared Dr. Sorensen in a recent interview.

"Inside the Mind of the Shopper, is the preminent handbook for any marketer or retailer seeking to understand why shoppers do what they do when they shop," added Matt Ohlgschlager, a senior shopper researcher at Procter & Gamble.

Key learning from *Inside the Mind of the Shopper, Second Edition*, includes understanding the inevitable emerging of on-line and in-store shopping, the benefits of re-thinking where and how categories and items are merchandised and a step-wise roadmap to transition from merchant-based retailing to shopper-based selling.

Inside the Mind of the Shopper, Second Edition, is [now available at Amazon](#).

For additional information, visit: [shopperscientist.com](http://shopperscientist.com)

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