

# Shoptimism: Why The American Consumer Will Keep On Buying No Matter What By Lee Eisenberg

By Lee Eisenberg

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Why The American Consumer Will Keep On Buying No Matter What by Lee Eisenberg, Why The American Consumer Will Keep On Buying No Matter What"

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author of 'Shoptimism,' a new book on why we shop. "Why the American Consumer Will Keep on Buying No Matter What," refers to the fact that we will continue

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Lee Eisenberg. Lee Eisenberg, most recently the author of Shoptimism: Why the American Consumer Will Keep on Buying No Matter What (2013). The Number was a New York

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Eisenberg published Shoptimism: Why the American Consumer Will Keep on Buying No Matter What, Why the American Consumer Will Keep on Buying No Matter What

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In the new book, "Shoptimism: Why the American Consumer Will Keep on Buying No Matter What," author Lee Eisenberg explains "why we buy" in addition to revealing many  
<http://www.cnbc.com/id/33910911/>

Dec 08, 2009 Review: "Shoptimism: Why the American Consumer Will Keep on Buying No Matter What" by Lee Eisenberg  
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Lee Eisenberg has enjoyed a Consumer Will Keep on Buying No Matter What was published in the fall of 2009 by Free Press/Simon & Schuster. It has been widely cited

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Lee Eisenberg, most recently the author of *Shoptimism: Why the American Consumer Will Keep on Buying No Matter What* (2013). The Number was a New York Times bestseller  
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Lee Eisenberg, author of the book "Shoptimism: Why the American Consumer Will Keep on Buying No Matter What," talks with Tess Vigeland about how shopping can  
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