

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

By Lee Eisenberg

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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  
<http://books.simonandschuster.com/Shoptimism/Lee-Eisenberg/9781451668223>

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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  
<http://www.creditcards.com/credit-card-news/lee-eisenberg-shoptimism-author-why-we-shop-1280.php>

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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/>

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  
<https://www.overdrive.com/media/288547/shoptimism>

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Lee Eisenberg, author of 'Shoptimism' on why Why the American Consumer Will Keep on Buying No "Why the American Consumer Will Keep on Buying No Matter  
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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  
<http://www.marketplace.org/topics/business/why-being-shopaholic-isnt-so-bad>

for *Shoptimism: Why the American Consumer Will Keep* Lee Eisenberg's book. *Shoptimism* is full CONSUMER WILL KEEP ON BUYING NO MATTER WHAT  
<http://www.amazon.com/Shoptimism-American-Consumer-Buying-Matter/product-reviews/0743296257>

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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

<http://www.leeisenberg.com/bio/>

Battle of the Books: Scroogenomics vs. Shoptimism. Why the American Consumer Will Keep on Buying No Matter What by Lee Eisenberg's book is glib and

<http://www.fastcompany.com/1400886/battle-books-scroogenomics-vs-shoptimism>