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FUTURE SHOP: How New Technologies Will Change The Way We Shop and What We Buy

J.H. Snider, Terra Ziporyn

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#7458283 in Books Jim Snider 2008-11-14Original language:EnglishPDF # 1 9.00 x .87 x 6.00l, 1.12 #File Name: 0595503632348 pagesFuture Shop How New Technologies Will Change the Way We Shop and What We Buy | File size: 66.Mb

J.H. Snider, Terra Ziporyn : FUTURE SHOP: How New Technologies Will Change The Way We Shop and What We Buy before purchasing it in order to gage whether or not it would be worth my time, and all praised FUTURE SHOP: How New Technologies Will Change The Way We Shop and What We Buy:

2 of 2 people found the following review helpful. Knits In Public, look in the index!By M. BrubakerI'm giving this

book 5 stars just to even out a careless review. This is my first ever review, and I didn't even read this book, just wanted to sell it. However, if Knits In Public (other reviewer) had considered the book in its proper context, as a projection of the future, not a description of the present, she would have used it as a view from the year 1992, predicting 1995 and beyond. Books from 2005 which describe the trends of 1995 and beyond are a dime a dozen. Just look in the index, under "Shopping, future of: in-home, 213-5" and you will find accurate descriptions of present-day (1992) and future predictions: "More salespeople will not be a viable option. The increasing discrepancy between labor costs and product costs--brought on by ever-improving automation [or slave labor in Red China--reviewer's comment] in production--will leave stores no choice but to continue decreasing the quantity and quality of salespeople." Is that ever right! The chapter goes on with the heading "Electronic Shopping Without Promotion" and talks about independent consultants, like [...], which probably didn't exist at the time. This appears to be a semi-scholarly work, and like the title says, deals with "the way we shop what we buy," not just the way we shop, i.e. stores versus internet. If you want advice about online shopping, there is probably a "for dummies" title. If you are interested in how our society is changing, and what people thought in 1992 of which way it would go, this may be the book you want. The moral of the story is, "look more carefully at a book you are reviewing." 0 of 1 people found the following review helpful. Way too out of date to be useful By MakeRuckus Press I couldn't get through the first chapter of this book -- it was published in 1992, and there is no mention of the internet. I'm sure that, in its time, it was useful. This book is good for one thing in 2005 -- as a base for an altered book.

Some day, consumer information sources like those envisaged by Snider and Ziporyn will materialize. The more this book is read, the sooner it will happen. ---F.M. Scherer, Professor of Business and Government, Harvard University "Snider and Ziporyn powerfully describe the glass highways of the future, which will not only benefit consumers but will also provide fantastic opportunities for schools, hospitals, businesses, and the average American as we enter the Information Age of the 21st century." ---Conrad Burns, Chair of U.S. Senate Communications Subcommittee "Future Shop is a look into tomorrow's world of household/buying. It is full of surprises, disconcerting ideas, and useful information. I would think that forward-looking businesses would profit from it as much as forward-looking consumers." ---Robert Heilbroner, Professor of Economics, New School for Social Research "Future Shop describes a telecommunications age in which the foundations of our market economy will be radically different. The authors present a bold, innovative manifesto for change. It's amazing that work on a subject that means so much to consumers has not appeared before." ---Marvin Cetron, author of American Renaissance "Future Shop is well-intentioned, well-reasoned and intentionally provocative--Snider and Ziporyn deliver on their promise to remake the very idea of consumerism." ---Jonathan Kirsch, Los Angeles Times Book Review "The authors have documented and quantified what most of us know through personal experience; that our retail distribution system has become increasingly inefficient and is fostering confusion and abuse to the consumer. The enormous conservation of resources in our society that this book describes makes its contribution significant." ---R.K. Snelling, Executive Vice President of BellSouth Communications * * * * *

"Future Shop is well-intentioned, well-reasoned and intentionally provocative--Snider and Ziporyn deliver on their promise to remake the very idea of consumerism." --Los Angeles Times Book From the Inside Flap The past fifteen years has witnessed a revolution in e-commerce that has empowered consumers. Online sales grew from essentially 0% of GNP in 1992 to 3.5% in 2007. Giant online clearinghouses of product information, such as on and eBay, sprung from nowhere. Advertising as a percentage of GNP declined seven of the past eight years. Online third party reviews of products, mostly product reviews written by other consumers, which were non-existent in 1992, were used by 58.7% of consumers during the 2007 Holiday season. The number of products readily available to consumers skyrocketed while the incidence of misleading retail price and product claims plummeted. Future Shop: How New Technologies Will Change the Way We Shop and What We Buy predicted much of this revolution in 1992. In 1992, average online data speeds were less than a thousandth what they are today, the world wide web had been invented only 13 months before, and online shopping, to the extent it existed, was text-based. Still, Future Shop could discern the implications of empowering consumer with better product information. But Future Shop also argued that the free market was inadequate to complete the revolution. To complete the revolution, a "New Consumerism" was needed, including laws overhauling telecommunications policy and facilitating trust in Internet transactions. In the new preface to this Authors Guild reprint of Future Shop, Snider and Ziporyn recount the first decades of the revolution and argue that now is the time to lay the public policy foundations for its completion. From the Back Cover "Some day, consumer information sources like those envisaged by Snider and Ziporyn will materialize. The more this book is read, the sooner it will happen." ---F.M. Scherer, Professor of Business and Government, Harvard University "Snider and Ziporyn powerfully describe the glass highways of the future, which will not only benefit consumers but will also provide fantastic opportunities for schools, hospitals, businesses, and the average American as we enter the Information Age of the 21st century." ---Conrad Burns, Chair of U.S. Senate Communications Subcommittee "Future Shop is a look into tomorrow's world of household/buying. It is full of surprises, disconcerting ideas, and useful

information. I would think that forward-looking businesses would profit from it as much as forward-looking consumers." ---Robert Heilbroner, Professor of Economics, New School for Social Research "Future Shop describes a telecommunications age in which the foundations of our market economy will be radically different. The authors present a bold, innovative manifesto for change. It's amazing that work on a subject that means so much to consumers has not appeared before." ---Marvin Cetron, author of American Renaissance "The authors have documented and quantified what most of us know through personal experience; that our retail distribution system has become increasingly inefficient and is fostering confusion and abuse to the consumer. The enormous conservation of resources in our society that this book describes makes its contribution significant." ---R.K. Snelling, Executive Vice President of BellSouth Communications