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BARGAIN FEVER: HOW TO SHOP IN A DISCOUNTED WORLD



Penguin Putnam Inc. Paperback. Book Condition: new. BRAND NEW, Bargain Fever: How to Shop in a Discounted World, Mark Ellwood, "This book is a bargain hunter's bible." --Michael Tonello, author, "Bringing Home the Birkin" These days almost half of everything is sold at some kind of discount. This seismic shift has made shoppers more savvy than ever, generating phenomena like extreme couponing, flash sales, and Groupon. But meanwhile, retailers have developed their own tricks to protect their profit margins, including...

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- Authored by Mark Ellwood
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