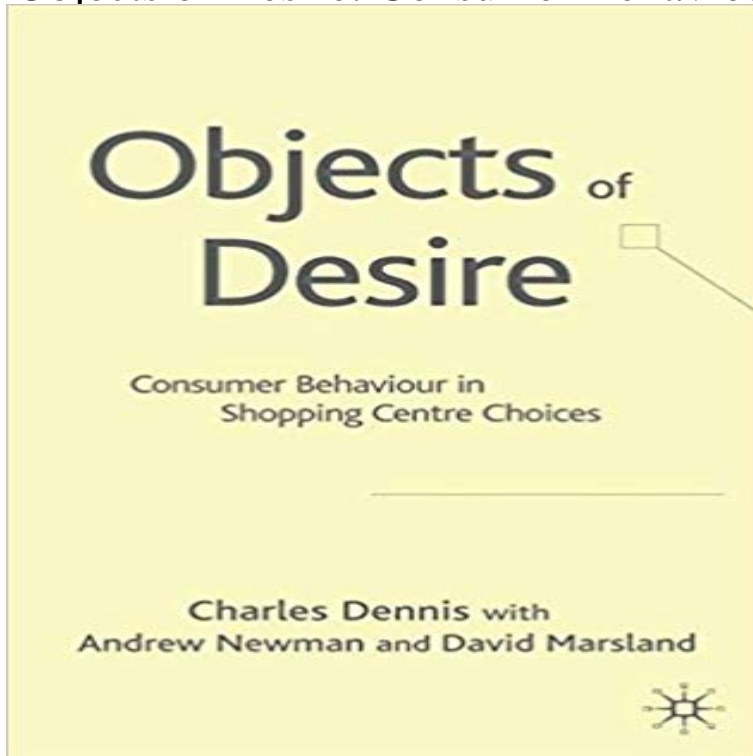


# Objects of Desire: Consumer Behaviour in Shopping Centre Choices



What determines where people shop? Why would shoppers visit one shopping centre rather than another? Developers, backers, planners and Government will wish to estimate the viability of proposed new centres. Developers wish to plan, build and/or improve shopping centres to maximize profitable retail sales and shopper satisfaction. This book explores a range of perspectives from the traditional to the latest thinking. These approaches are drawn together with a summary of the hypotheses for which the author has found support.

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