

**Shoptimism: Why The American Consumer Will Keep On
Buying No Matter What**

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

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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 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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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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