

The Aisles Have Eyes: How Retailers Track Your Shopping, Strip Your Privacy, And Define Your Power
By Joseph Turow, Rob Grgach



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Most consumers are unaware of retailers' tracking and profiling. Have Eyes: How Retailers Track Your Shopping, Strip Your Privacy, and Define Your Power.

Book recommendation: the aisles have eyes (turow) |

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Joseph Turow, author of "The Aisles Have Eyes." Reviewed How Retailers Track Your Shopping, Strip Your Privacy, and Define Your Power.

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Summary suggestion: the aisles have eyes: how retailers track

I think it is an excellent review of the current state of shopping and big data. How Retailers Track Your Shopping, Strip Your Privacy, and Define Your Power.

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The Aisles Have Eyes: How Retailers Track Your Shopping, Strip Your Privacy, and Define Your Power. Joseph Turow. Yale Univ., \$30 (336p)

How some retailers are tracking you as you walk down their aisles

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