



a 10.1 Listen to an interview with a retail expert. Number the images in the order they are mentioned.



1



2



3



4

b Work in pairs. Answer the questions.

- 1 What aspect of shopping psychology do you think each image relates to?
- 2 In what other ways do stores try to get us to spend money?

a Match items 1–6 to a–f according to the audio. What is the purpose of each retail trick?

- 1 beds
- 2 computer products
- 3 fish and meat
- 4 men's products
- 5 silk scarves
- 6 premium brands

- a disorderly piles
- b aluminum tables
- c purple packaging
- d pillows and duvets
- e big pine tables
- f back of the store