

References and Resources

Rather than using formal footnotes and distracting from the text of my book, I've attempted to incorporate as many sources as possible—books, publications, websites, and studies—into the main text. Below are the chapter-by-chapter references related to academic and scientific studies cited throughout this book, followed by suggested resources for further study.

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Additional Suggested Resources:

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Born to Buy, by Juliet B. Schor, 2004.

Brandwashed: Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy, by Martin Lindstrom, 2011.

Buy.ology: Truth and Lies About Why We Buy, by Martin Lindstrom, 2008.

Complete Idiot's Guide to Couponing, by Rachel Singer Gordon, 2012.

Consumer Behavior for Dummies, By Laura Lake, 2009.

Coupon Mom's Guide to Cutting Your Grocery Bills in Half, by Stephanie Nelson, 2009.

Cut Your Grocery Bill in Half, by Steve and Annette Economides, 2010.

The Everything Couponing Book: Clip Your Way to Incredible Savings, by Karen Wilmes, 2012.

Free Prize Inside: How to Make a Purple Cow, by Seth Godin, 2004.

How to Shop For Free, by Kathy Spencer, 2010.

The Lazy Couponer: How to Save \$25,000 Per Year in Just 45 Minutes Per Week With No stockpiling, No Item Tracking and No Sales Chasing, by Jamie Chase, 2011.

The Money Saving Mom's Budget: Slash Your Spending, Pay Down Your Debt, Streamline Your Life, and Save Thousands a Year, by Crystal Paine, 2012.

Phil Lempert's Supermarket Shopping and Value Guide, by Phil Lempert, 2011.

Pick Another Checkout Lane, Honey, by Joanie Demer and Heather Wheeler, 2009.

Poplorica, by Martin Smith and Partick J. Kiger, 2004.

Saving Savvy: Savvy and Easy Ways to Cut Your Spending in Half and Raise Your Standard of Living . . . and Giving, by Kelly Hancock, 2011.

Spree: A Cultural History of Shopping, by Pamela Klaffke, 2003.

Strange and Fascinating Facts About Famous Brands, by Charles Reichblum, 2004.

What She's Not Telling You: Why Women Hide the Whole Truth and What Marketers Can Do About It, by Mary Lou Quinlan, 2009.

Why We Buy: The Science of Shopping, by Paco Underhill, 2008.

MAGAZINES

AdWeek: (www.adweek.com) Print and online magazine that delivers insightful content that appeals to the advertising, media, and marketing professionals.

Advertising Age: (adage.com) Print, digital, and online. Latest on advertising and marketing.

Chief Marketer: (www.chiefmarketer.com) Print and online. Covers all the best in measurable marketing. Includes an area of emphasis: PROMO articles.

Journal of Consumer Psychology: Publishes articles that contribute both theoretically and empirically to an understanding of psychological processes underlying consumer's thoughts, feelings, decisions and behaviors.

Journal of Consumer Research: Publishes scholarly research that describes and explains consumer behavior.

Journal of Marketing: Premier, broad-based, scholarly journal of the marketing discipline, focuses on substantive issues in marketing and marketing management.

ShopSmart: (<http://www.shopsmartmag.org>) Consumer Reports, market research, and ratings for consumers.

WEBSITES

Couponblender.com: The best deals from dozens of coupon sites.

Coupon Information Corporation (CIC): (www.couponinformationcenter.com) Provides resources to prevent coupon fraud.

CouponIntegrity.com: Supports ethical couponing, lists blogs, and websites that promote ethical couponing

CouponNetwork.com: printable coupons

Coupons.com: Printable grocery coupon website. Their website also contains press releases and coupon-related news.

Ebates.com: Register and go through this site to earn money back on online purchases.

HotCouponWorld.com: coupon forum, database, online deals

www.jillcataldo.com: Super-Couponing blog, with coupon match-ups, the latest on couponing in the news.

www.nchmarketing.com: NCH, a Valassis company, is the global leader in business solutions for the redemption, settlement, and analysis of promotional offers. Includes coupon facts, fundamentals, and pertinent news and articles in the *Coupon Sentinel* newsletter

www.pgesaver.com: Load Procter & Gamble coupons directly onto your store loyalty card, and get news on their products.

Refundcents.com: Website of America's coupon queen, Michele Easter. Includes deals, forums, and information for saving money with couponing.

ShopatHome.com: Shop through this website for cash back on purchases at participating stores.

Smartsources.com: printable coupons

Supermarketguru.com: Phil Lempert, expert analyst on consumer behavior, marketing, trends, new products, and the changing retail landscape. Learn to shop smarter, eat healthier, and live better.

SUGGESTED BLOGS

There are thousands of blogs you could follow in regards to marketing, coupon news, and frugal living. These are the blogs and websites I've found most helpful. If you are searching for other websites, you can always click on the blogrolls of some of these websites to check out their recommendations.

Coupons in the News: (couponsinthenews.com) One of my favorite websites to keep up to date on what is going on in the world of couponing. Does an excellent job of compiling the latest news on the couponing forefront, with a wry sense of humor. Highly recommended. Check out his Facebook page www.facebook.com/CouponsInTheNews.

DanAriely.com: Dan Ariely does research in behavioral economics, author of *The Honest Truth About Dishonesty*.

Hip2Save.com: Coupon and deal saving website started by Collin Morgan, mother of three and proud wife of a former Marine, in 2008, to help others save money and live frugally in a hip and fun way. Highly recommended.

Iheartcv.com: Covers deals to be had at CVS stores.

TheKrazyCouponLady.com: Teaches how to collect and redeem coupons with precision, includes a blog and deals for home, family, style and finance.

MoneySavingMom.com: An upbeat and encouraging blog from Crystal Paine, blog dedicated to finding good deals, stretching your dollars, and living on less so you can save more and give more.

SethGodin.com: Seth has written fourteen bestselling books on marketing and leadership. *American Way* magazine calls him “America’s Greatest Marketer.”

stay-a-stay-at-home-mom.com: Rayven Perkins runs this jam-packed website full of deals, tips, and ideas for mothers who want to live frugally and save and make money.

TotallyTarget.com: Resources to help you save money at Target. (Not affiliated with Target.)

FREE APPS FOR YOUR PHONE FOR COUPONING AND DEAL-HUNTING

These are some of the free applications for your phone;

Amazon Mobile: Good for comparing prices to see if you can get something cheaper online. Free app that lets you compare prices, read reviews, and make purchases on Amazon.com.

Bizrate: Browse department store-style, comparing items and prices.

CardStar: For organizing all your loyalty cards in one app, also gets you in-store discounts.

Cellfire: Type in your zip code, select the coupons you want to use and enter your loyalty card information for a particular store and the coupons are saved directly to your card. When you give the card to the cashier, the savings are deducted from your bill instantly.

CouponCabin: Has loads of online coupon codes.

Coupon Sherpa: Hundreds of coupons available for dozens of stores. Cashiers can scan them directly from your phone.

Foursquare: “Check in” to stores when you shop there, for instant discounts and free samples.

Grocery IQ: A mobile app for your phone, owned by Coupons.com.

Build your shopping list by scanning bar codes, find free coupons for items, and print coupons or have them added to your store loyalty card.

Nextag Shopping: Search for online retailer with the best discount.

RedLaser: Barcode app that allows you to scan barcodes on products and search for low online and local prices.

RetailMeNot Coupons: Search for coupons.

SavingStar: Website that is also available as an app for the Apple and Android devices. Has digital coupons for more than 24,000 supermarkets and drugstores around the county. Instead of saving at the cash register, the money is added to your SavingStar account. You can opt for a cash payout, an Amazon gift card, or a donation to American Forests.

Shooger: Finds local and national coupons for stores you trust. Use coupons immediately or “clip” them for later use.

Shopkick: Earn points just for entering participating stores. Cash them in for free merchandise and restaurant meals.

Yowza!/: Finds coupons for stores in your area and sends them to your phone for the cashier to scan.