

# Why People Buy Things They Don't Need By Pamela Danziger

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Convenience goods are widely distributed products that Some conveniences can become nuisances when they break down or don't function Danziger, Pamela M.

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Pamela Danziger is the author of Let Them Eat Cake (3.26 avg rating, 27 ratings, 4 reviews, published 2005), Why People Buy Things They Don't Need (3.13

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Pam's Books Shopping: Why People Buy Things. They Don't Need (Dearborn, Jan. 2004) [Click Here for More Information.](#)

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Danziger, Pamela N. "Why people buy things they don't need". Ithaca (N. Y.): Paramount Market Publishing, 2004. - 290 p. - ISBN 0-9725290-4-7.

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Danziger. Pamela N. Danziger is a nationally recognized expert specializing in consumer insights for luxury marketers, whether they Why People Buy Things They

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She is president of Unity Marketing, Pamela N. Danziger is an internationally recognized expert (hardcover) and Why People Buy Things They Don't Need:

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