



Coupon Crazy: The Science, the Savings, and the Stories Behind America's Extreme Obsession

Mary Potter Kenyon

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Coupon Crazy examines the phenomena of avid coupon use and the socio-cultural and socioeconomic factors that construct it. By delving into the history of couponing, refunding, the science of shopping, and the dark underbelly of a coupon world the average American doesn't even know existed, author Mary Potter Kenyon manages to both fascinate and educate the reader. Readers will meet today's Coupon Queens (and Kings) and learn about an era when trash really was cash. Not just an observer of this ethnographic research, Mary lived it for over 30 years.

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