

Dear Journalist:

Whether you've intentionally stood in line waiting for a new product to drop, or instinctively scooped up all the toilet paper you could find during COVID, you've experienced the power of scarcity. Companies have used this marketing tool for decades to drive customer decisions and shape the world around us. Why does it work so well, and how can we learn to apply it in our own business and personal lives?

In **THE POWER OF SCARCITY: Leveraging Urgency and Demand to Influence Customer Decisions** (McGraw Hill; November 8, 2022), [Mindy Weinstein](#), PhD, reveals the psychology behind scarcity, how scarcity affects our brains and decision-making, and how companies can use it to successfully and ethically market their products and services. Along the way, she shares fascinating case studies, findings, and interviews with current and former executives from brands such as **McDonald's**, **Harry & David**, and **1-800-Flowers.com**.

Drawing on original research as well as more than two decades' experience as a marketing consultant and educator, Weinstein delves into:

- The psychological impact of persuasion
- What makes scarcity effective and its effects on shoppers
- The four types of scarcity: supply-related, limited edition, time-related, and demand-related
- Unintentional vs. intentional scarcity
- FOMO and how it generates sales for limited availability products
- Applying the power of scarcity to luxury goods
- How scarcity builds community
- How scarcity can be ethically applied and when it should be avoided
- “Key selling points” about the power of scarcity that can apply to any situation.
- The pitfalls of scarcity

Whether you're a marketer, salesperson, business owner, online seller, academic researcher, or a consumer, scarcity impacts you—why not take the time to understand it and use it to your advantage?

I'll be in touch soon to discuss possibilities for coverage.

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ABOUT THE AUTHOR

Mindy Weinstein, PhD, is a leading expert in digital marketing and has been named as one of the top women in the industry globally. Founder of the digital marketing firm Market MindShift, she has trained thousands of professionals from organizations of all sizes, including Facebook, The Weather Channel, and World Fuel Service. She has Ph.D. in general psychology with an emphasis in technology, and is a marketing instructor at Grand Canyon University and the University of Denver, as well as a program leader for The Wharton School and Columbia Business School.

PRAISE FOR THE POWER OF SCARCITY

“There are multiple books that treat the topic of scarcity. But I’ve never seen one that uncovers the concept’s psychological roots so engagingly for readers and so instructively for business. It’s a ‘rare’ gem.”

– **Robert Cialdini, Author of *Influence* and *Pre-Suasion***

“This is the first time I have come across a book that does such an exceptional job explaining why scarcity works and how to apply it in business. Mindy Weinstein provides practical advice and tips in an easy-to-understand way. Do yourself a favor and read this book.”

– **Kevin Harrington, Original “Shark” on the TV show *Shark Tank*, creator of the infomercial, & Pioneer of the AsSeenOnTV industry**

“Read this inspirational and practical book, if you want to discover how to drive revenue in your business by understanding the impact that a scarcity mindset plays in your customer’s buying decisions.”

– **Sharon Lechter, CGMA, author of *Think and Grow Rich for Women*, co-author of *Rich Dad Poor Dad*, *Three Feet from Gold*, *Outwitting the Devil*, and *Exit Rich***

“Dr. Weinstein takes us through the compelling psychological influence that scarcity can have on us. Whether those effects create an advantage or disadvantage, her knowledge of its impact will be a powerful tool.”

– **Jim McCann, Founder and Chairman of 1800flowers.com**

“Strong factual content with lots of storytelling to bring it to life in very interesting and relatable ways for the reader. A must read for people in marketing, package goods and retail.”

– **Dean Barrett, Retired McDonald’s Senior Vice President of Global Marketing**

“By far the best book that I’ve read that reveals the secrets of scarcity and how businesses have used it to leverage demand.”

– **David Cogan, Founder of Eliances, “Where Entrepreneurs Align”**