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How to Become a Mystery Shopper, The Only Book You'll Ever Need, Expanded & Updated Second Edition

Elaine Moran

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This is the second edition of the popular book which has been expanded and updated. It is a comprehensive guide to becoming a Mystery Shopper and includes a step by step and easy to follow approach. Taken from years of experience in the industry and a background in education, this book combines knowledge with practical advice. The book explains what a mystery shopper is, why companies use and need mystery shoppers, how to avoid scams, where and how to apply, and how to write evaluations. It also includes an updated list with hundreds of legitimate resources. After reading this book you will feel equipped and ready to tackle your first assignment.

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