

Must-Have: The Hidden Instincts Behind Everything We Buy (Paperback)



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(Prof. Jeremie Kozey)

MUST-HAVE: THE HIDDEN INSTINCTS BEHIND EVERYTHING WE BUY (PAPERBACK)



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Vintage Publishing, United Kingdom, 2010. Paperback. Condition: New. Language: English . Brand New Book. Why do we buy? What is it that governs our choice of car? How does advertising really work? And what can the story of Aladdin teach us about today s world? In this brilliantly original, provocative and witty book, Geoffrey Miller - acclaimed author of The Mating Mind - takes us on a journey through the surreal wonderlands of marketing, advertising, and media to explore the hidden instincts behind our choices. Combining this with the latest developments in evolutionary psychology, genetics and consumer research, he explains why we buy what we buy and how we can escape the excesses of twenty-first century consumerism.



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