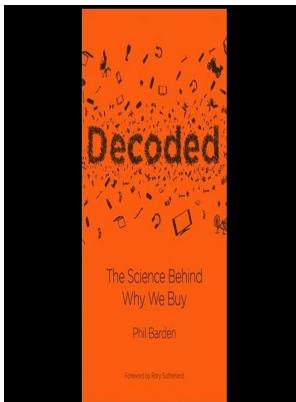


Buyology - the new science of why we buy

Currency Doubleday - Buyology: Truth and Lies About Why We Buy



Description: -

- Hebrew language -- Punctuation
Bible. -- O.T. -- Pentateuch -- Language, style
Bible. -- O.T. -- Pentateuch -- Reading
Bible. -- O.T. -- Pentateuch -- Commentaries
Marketing -- Psychological aspects
Shopping -- Psychological aspects
Consumer behavior
Neuromarketing
Buyology - the new science of why we buy
-Buyology - the new science of why we buy
Notes: Includes bibliographical references and index.
This edition was published in 2008



Filesize: 7.52 MB

Tags: #Buyology: #Truth #and #Lies #About #Why #We #Buy #and #the #New #Science #of #Desire #by #Martin #Lindstrom

Buyology: Truth and Lies About Why We... book by Martin Lindstrom

Though I can't fully grasp the whole process of neuromarketing, since I am not a neuroscientist, the marketing part is useful for me.

Buyology by Martin Lindstrom [Book Summary]

Lindstrom claims that in this era, sex is so accessible and over-commercialized that it has lost its shock-value. When people see sex, they think sex - not about the product, same goes for extreme celebrity or extreme beauty. Rather, marketers should consider neuromarketing—which is.

BUYOLOGY TRUTH AND LIES ABOUT WHY WE BUY THE NEW SCIENCE OF DESIRE MARTIN LINDSTROM

The warnings apparently had no effect on putting people away from smoking, instead increased their desire to smoke. The answers to such questions should show pretty readily if a technology can honestly be considered neutral or not. Branding is like a religion.

BUYOLOGY LINDSTROM PDF

But overall I found this book an interesting keyhole peek into advertisement. Advertisers usually attempt to form links between two completely different things so as to strengthen our somatic markers.

BUYOLOGY TRUTH AND LIES ABOUT WHY WE BUY PDF

But Lindstrom has nothing to add beyond that, other than anecdotes about rubbing elbows with important CEOs all over the world, and other desultory comments about commercials he's watched on TV. Images unrelated to the sounds were also shown to act as controls. We want to see real testimonies.

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