



# Unconscious Branding: How Neuroscience Can Empower (and Inspire) Marketing (Paperback)

By Douglas Van Praet

Palgrave MacMillan, United Kingdom, 2014. Paperback. Condition: New. Reprint. Language: English. Brand new Book. For too long marketers have been asking the wrong question. If consumers make decisions unconsciously, why do we persist in asking them directly through traditional marketing research why they do what they do? They simply can't tell us because they don't really know. Before marketers develop strategies, they need to recognize that consumers have strategies too .human strategies, not consumer strategies. We need to go beyond asking why, and begin to ask how, behavior change occurs. Here, author Douglas Van Praet takes the most brilliant and revolutionary concepts from cognitive science and applies them to how we market, advertise, and consume in the modern digital age. Van Praet simplifies the most complex object in the known universe - the human brain - into seven codified actionable steps to behavior change. These steps are illustrated using real world examples from advertising, marketing, media, and business to consciously unravel what brilliant marketers and ad practitioners have long done intuitively, deconstructing the real story behind some of the greatest marketing and business successes in recent history, such as Nike's "Just Do It" campaign; "Got Milk?"; Wendy's "Where's the Beef?";...



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# Ross and Wilson Anatomy and Physiology in Health and Illness (Paperback)

Elsevier Health Sciences, United Kingdom, 2014. Paperback. Condition: New. 12th Revised edition. Language: English. Brand new Book. Ross and Wilson has been the number one choice for over a million students since it first published, over 50 years ago. One of the...



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Kensington Publishing, United States, 2017. Paperback. Condition: New. Reprint. Language: English. Brand new Book. Dear friend, Love will find a way--you just have to believe. Revising these two romances was a pleasure--I hope you'll enjoy reading them. SOMETHING EXTRA Slow down, cher....



### Whitefern (Paperback)

POCKET BOOKS, United States, 2016. Paperback. Condition: New. Reissue. Language: English. Brand new Book. The long-awaited sequel to My Sweet Audrina, one of V.C. Andrews's strangest, most beloved books--and now a Lifetime movie! Whitefern swallowed Audrina's childhood--and now the sprawling Victorian mansion...