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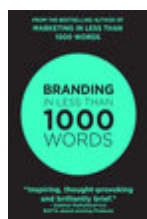
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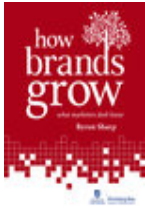
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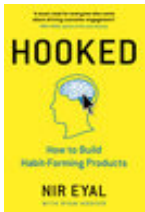
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From the bestselling author of Buyology comes a shocking insider's look at how today's global giants conspire to obscure the truth and manipulate our minds, all in service of persuading us to buy. Marketing visionary Martin Lindstrom has been on the front lines of the branding wars for over twenty years. Here, he turns the spotlight on...

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Der findes en magtelite i Danmark. Denne bog fortæller, hvem den består af, og hvem det dermed er, der styrer Danmark. De 423 mest magtfulde danskere træffer de tungeste beslutninger i politik, erhvervsliv, fagforeninger og kulturliv. Til sammen danner de et lukket netværk i toppen af det danske samfund. Sociologerne Christoph Houman Ellersgaard og...

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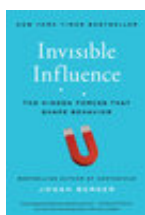
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Ingen kan komme udenom branding. Små og store virksomheder, politikere, erhvervsledere, jobsøgende - alle der ønsker at skille sig ud fra mængden og få en plads i nogens bevidsthed. Med denne håndbog får du mange nyttige råd og eksempler på hvordan succesfuld branding kan foregå, men også hvordan det kan slå fejl. Alt afhænger af situationen. ...

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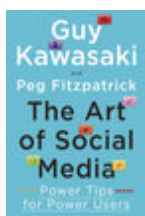
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Martin Lindstrom, a modern-day Sherlock Holmes, harnesses the power of "small data" in his quest to discover the next big thing. Hired by the world's leading brands to find out what makes their customers tick, Martin Lindstrom spends 300 nights a year in strangers' homes, carefully observing every detail in order to uncover their hidden desires, and...

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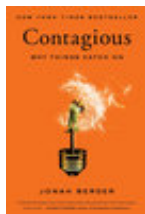
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New York Times bestseller What makes things popular? If you said advertising, think again. People don't listen to advertisements, they listen to their peers. But why do people talk about certain products and ideas more than others? Why are some stories and rumors more infectious? And what makes online content go viral? Wharton marketing professor Jonah...

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Let's face it...content marketing is all the rage. Brands around the world are spending (on average) over 25% of their total marketing budget on content marketing. There have been countless books and resources that have covered all aspects of content marketing ...from the why to the what to the where...but oddly enough, rarely the how. Not until now that...

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