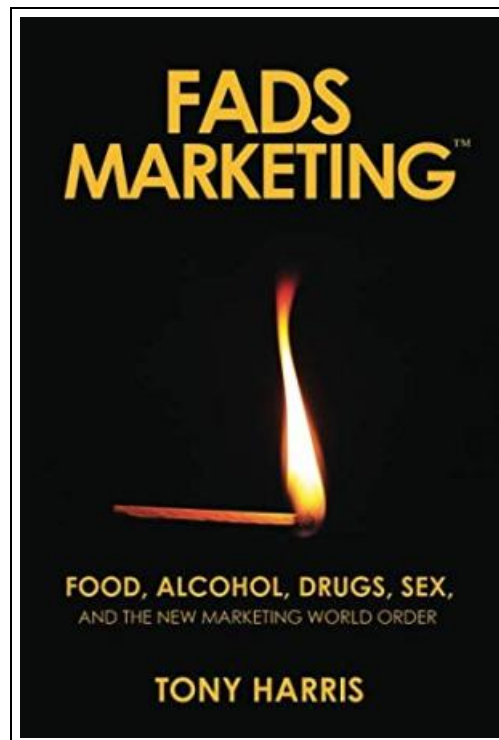


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Thinc B2B, United States, 2018. Paperback. Condition: New. Language: English. Brand new Book. This isn't another book about advertising. It's an inside look at how companies count on your obsession with food, alcohol, drugs and sex to drive behavior modification-permanently. It's not enough to build a better Super Bowl commercial (sorry, but true); the new end game is about changing your entire mindset. Consultant to the brands that define our digital lifestyles, Tony Harris holds nothing back while explaining how FADS have become so relevant in a technology-enabled world. With straight-faced candor, he explains that humans are easily manipulated and marketers know it. That's why the FADS that drive us wild say we're fat, we're no fun, we need to relax, and we'll probably die alone. Anything to get you hooked on the next pea-protein, no whip, grown-in-the-lab latte. Spend 10 minutes with Tony Harris and you'll walk away knowing ten things you didn't know before you met him. By the time you finish FADS MARKETING, you'll have new insights about: Food: What marketers know about food-related trigger points; the five senses and stuffing our faces; specialty foods for special consumers. Alcohol: Why booze and the law is a match made in hell; mainstream alcohol marketing featuring weirdos; everyone's doing it (selling alcohol). Drugs: Marketers know we love a quick fix; yes, you are depressed; the Cannabis revolution. Sex: Marketers know everyone fears rejection; you're gross, no sex for you; who needs 'live nude girls' when you've got sex robots? Each chapter features expert interviews and wraps with Harris' predictions for what's coming next. Anyone who's worked with him won't be surprised to see that some of them are already happening. The only question left is, what book is coming next from Harris himself, and who's the target?.



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