



Buyology

By Martin Lindstrom

Random House LCC US Feb 2010, 2010. Taschenbuch. Condition: Neu. Neuware - How much do we know about why we buy? What truly influences our decisions in today's message-cluttered world? An eye-grabbing advertisement, a catchy slogan, an infectious jingle. Or do our buying decisions take place below the surface, so deep within our subconscious minds, we're barely aware of them? In **BUYOLOGY**, Lindstrom, who was voted one of Time Magazine's most influential people of 2009, presents the astonishing findings from his groundbreaking, three-year, seven-million-dollar neuromarketing study, a cutting-edge experiment that peered inside the brains of 2,000 volunteers from all around the world as they encountered various ads, logos, commercials, brands, and products. His startling results shatter much of what we have long believed about what seduces our interest and drives us to buy. Among the questions he explores: Does sex actually sell? To what extent do people in skimpy clothing and suggestive poses persuade us to buy products? Despite government bans, does subliminal advertising still surround us - from bars to highway billboards to supermarket shelves? Can 'Cool' brands, like iPods, trigger our mating instincts? Can other senses - smell, touch, and sound - be so powerful as to physically arouse...



READ ONLINE
[5.34 MB]

Reviews

It is an remarkable book i actually have ever study. It usually is not going to charge an excessive amount of. Your daily life period will be convert the instant you total looking at this publication.

-- **Trudie Pagac**

This pdf is very gripping and exciting. I could comprehended everything using this created e book. You wont really feel monotony at at any moment of your own time (that's what catalogs are for about in the event you ask me).

-- **Miss Vergie Marks DDS**

You May Also Like



HBR Guide to Getting the Right Work Done

Ingram Publisher Services Feb 2013, 2013. Taschenbuch. Condition: Neu. Neuware - IS YOUR WORKLOAD SLOWING YOU-AND YOUR CAREER-DOWN Your inbox is overflowing. You're paralyzed because you have too much to do but don't know where to start. Your to-do list never seems...



Design and Development of Low Cost Adsorbents

LAP Lambert Academic Publishing Nov 2013, 2013. Taschenbuch. Condition: Neu. Neuware - Clean and pure water is one of the implicit requisites for a healthy human population. However the growing industrialization and extensive use of chemicals for various concerns, has increased the...



Arsenic Removal Technologies from ground water

LAP Lambert Academic Publishing Jan 2013, 2013. Taschenbuch. Condition: Neu. Neuware - Ground water is one of the main sources of drinking water especially in rural areas of India. Groundwater is generally regarded as safe to drink. At the same time ground water...



Business books (Book Guide) : Peter Principle, Airlines of North America, The Dilbert principle, The Joy of Work, The 33 Strategies of War, The Law of Success, Identifying and Managing Project Risk, Blue

Reference Series Books LLC Mrz 2012, 2012. Taschenbuch. Condition: Neu. Neuware - Source: Wikipedia. Commentary (books not included). Pages: 89. Chapters: Peter Principle, Airlines of North America, The Dilbert principle, The Joy of Work, The 33 Strategies of War, The Law of...



Pocket Guide to APA Style

Wadsworth Publishing Cengage Learning EMEA Sep 2016, 2016. Taschenbuch. Condition: Neu. Neuware - The POCKET GUIDE TO APA STYLE, 5E is an essential tool for writing research papers across the disciplines. Concise and thorough, the POCKET GUIDE offers straightforward explanations, annotated examples,...



Game Theory : A Very Short Introduction

Oxford University Press Nov 2007, 2007. Taschenbuch. Condition: Neu. Neuware - Games are everywhere: Drivers manoeuvring in heavy traffic are playing a driving game. Bargain hunters bidding on eBay are playing an auctioning game. A firm negotiating next year's wage is playing...