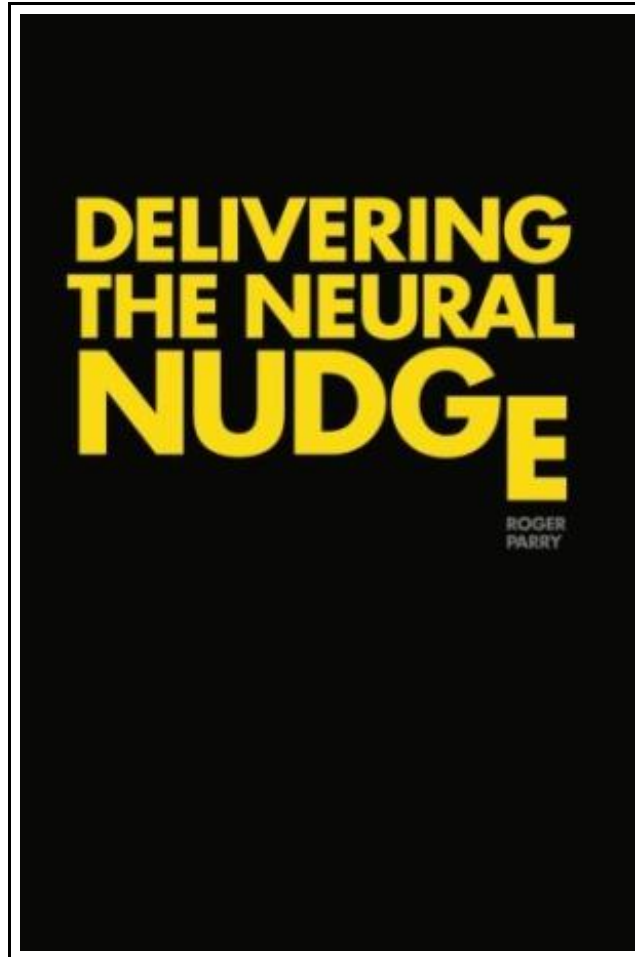


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Createspace, United States, 2013. Paperback. Book Condition: New. 198 x 130 mm. Language: English . Brand New Book ***** Print on Demand *****.[Revised Third Edition Jan 2015] The rapid and accelerating use of the mobile internet, delivered on smartphones and tablets, is allowing the insights coming from behavioural economics and neuroscience to be applied in ways that are driving radical change in the techniques of marketing communications. For many decades manufacturers, retailers and governments have purchased time and space from media owners to get across their messages in the form of paid advertising. But now we have a better understanding how people make decisions and how marketing communication affects our brains and actions. This leads to more sophisticated and targeted campaigns being created with more use of earned and owned media. Through the technology of mobile internet we can deliver these messages with greater precision, at lower cost and at the most effective time and place. Marketing professionals have long been aware of the trigger point in the customer journey which is the moment people move from having a preference for a product or service to actually buying it. Neuroscience and behavioural economics have allowed us to understand how these trigger points work much better. The mobile internet offers a very powerful means of unlocking this knowledge of decision making and delivering a neural nudge - a call to action - at exactly the right moment. The final moment of decision to select brand A or B or to have or decline that extra drink or donut is finely poised. We now understand much more about what drives our choices and how to use the mobile internet influence decisions. This book is about how marketing communication is changing in the face of new ideas and new technologies. This is the...



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