

Digital Neuromarketing The Psychology Of Persuasion In The Digital Age

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Influence - Robert B. Cialdini 1988

Understand Digital Manipulation - Simone Janson 2022-02-09

What the 2nd edition brings you: You support climate protection, quickly receive compact information and checklists from experts (overview and press comments in the book preview) as well as advice that has been tested in practice, which also leads to success step by step thanks to AddOn. Because digitalization has decisively changed our communication behavior. Not only since Donald Trump, Fake News has gained importance in social media and has taken the Machiavellian art of manipulation to a new dimension. It is increasingly difficult to distinguish between what is true and false because we lack the appropriate tools to do so. This makes it all the more important to see through these interpersonal digital power games and the communicative tricks and tactics of other people and to classify them correctly. After all, whoever has the power determines the direction of travel and can enforce their goals. Seeing through manipulative communication strategies in the digital world is therefore of crucial importance. And this book shows you what is important. We give you the best possible help on the topics of career, finance, management, personnel work and life assistance. For this purpose, we gather in each book the best experts in their field as authors - detailed biographies in the book - , who give a comprehensive overview of the topic and additionally offer you success planner workbooks in printed form. Our guidebooks are aimed primarily at beginners. Readers who are looking for more in-depth information can get it for free as an add-on with individual content in German and English as desired. This concept is made possible by a particularly efficient, innovative digital process and Deep Learning, AI systems that use neural networks in translation. Moreover, we give at least 5 percent of our proceeds from book sales to social and sustainable projects. For example, we endow scholarships or support innovative ideas as well as climate protection initiatives and in some cases also receive government funding for this. With our translations from German into English we improve the quality of neural machine learning and thus contribute to international understanding. You can find out more on the website of our Berufebilder Yourweb Institute. Publisher Simone Janson is also a bestselling author as well as one of the 10 most important German bloggers according to the Blogger-Relevance-Index, furthermore she was a columnist and author of renowned media such as WELT, Wirtschaftswoche or ZEIT - more about her in Wikipedia.

Yes! - Noah J. Goldstein 2013-02

The Freakonomics of social psychology' - The Times

Neuro Design - Darren Bridger 2017-02-03

Today, businesses of all sizes generate a great deal of creative graphic media and content, including websites, presentations, videos and social media posts. Most big companies, including Procter & Gamble, Coca-Cola, Tesco and Google, now use neuroscience research and theories to optimise their digital content. Neuro Design opens up this new world of neuromarketing design theories and recommendations, and describes insights from the growing field of neuroaesthetics that will enable readers to enhance customer engagement with their website and boost profitability.

Digital Neuromarketing - Sam Page 2015-09-16

This book will introduce you to fascinating research in the areas of social psychology and consumer behavior. But more importantly, this book will show you exactly how you can apply these research findings

to acquire more customers for your business.

Sold on Language - Julie Sedivy 2011-05-03

As citizens of capitalist, free-market societies, we tend to celebrate choice and competition. However, in the 21st century, as we have gained more and more choices, we have also become greater targets for persuasive messages from advertisers who want to make those choices for us. In *Sold on Language*, noted language scientists Julie Sedivy and Greg Carlson examine how rampant competition shapes the ways in which commercial and political advertisers speak to us. In an environment saturated with information, advertising messages attempt to compress as much persuasive power into as small a linguistic space as possible. These messages, the authors reveal, might take the form of a brand name whose sound evokes a certain impression, a turn of phrase that gently applies peer pressure, or a subtle accent that zeroes in on a target audience. As more and more techniques of persuasion are aimed squarely at the corner of our mind which automatically takes in information without conscious thought or deliberation, does 'endless choice' actually mean the end of true choice? *Sold on Language* offers thought-provoking insights into the choices we make as consumers and citizens - and the choices that are increasingly being made for us. Click here for more discussion and debate on the authors' blog: <http://www.psychologytoday.com/blog/sold-language> [Wiley disclaims all responsibility and liability for the content of any third-party websites that can be linked to from this website. Users assume sole responsibility for accessing third-party websites and the use of any content appearing on such websites. Any views expressed in such websites are the views of the authors of the content appearing on those websites and not the views of Wiley or its affiliates, nor do they in any way represent an endorsement by Wiley or its affiliates.]

Webs of Influence - Nathalie Nahai 2012-12-14

As legions of businesses scramble to set up virtual-shop, we face an unprecedented level of competition to win over and keep new customers online. At the forefront of this battleground is your ability to connect with your customers, nurture your relationships and understand the psychology behind what makes them click. In this book *The Web Psychologist*, Nathalie Nahai, expertly draws from the worlds of psychology, neuroscience and behavioural economics to bring you the latest developments, cutting edge techniques and fascinating insights that will lead to online success. *Webs of Influence* delivers the tools you need to develop a compelling, influential and profitable online strategy which will catapult your business to the next level - with dazzling results.

Decoding the New Consumer Mind - Kit Yarrow 2014-03-18

Take a glimpse into the mind of the modern consumer A decade of swift and stunning change has profoundly affected the psychology of how, when, and why we shop and buy. In *Decoding the New Consumer Mind*, award-winning consumer psychologist Kit Yarrow shares surprising insights about the new motivations and behaviors of shoppers, taking marketers where they need to be today: into the deeply psychological and often unconscious relationships that people have with products, retailers, marketing communications, and brands. Drawing on hundreds of consumer interviews and shop-alongs, Yarrow reveals the trends that define our transformed behavior. For example, when we shop we show greater emotionality, hunting for more intense experiences and seeking relief and distraction online. A profound sense of isolation and individualism shapes the way we express ourselves and connect with brands and retailers. Neurological research even suggests that our brains are rewired, altering what we crave, how we

think, and where our attention goes. Decoding the New Consumer Mind provides marketers with practical ways to tap into this new consumer psychology, and Yarrow shows how to combine technology and innovation to enhance brand image; win love and loyalty through authenticity and integrity; put the consumer's needs and preferences front and center; and deliver the most emotionally intense, yet uncomplicated, experience possible. Armed with Yarrow's strategies, marketers will be able to connect more effectively with consumers—driving profit and success across the organization.

The Brain Sell - David Lewis 2013-09-23

How neuromarketing techniques help marketers more effectively sell their products — and what consumers need to know about it.

Brandwashed - Martin Lindstrom 2011-09-28

A shocking insider's look at how global giants conspire to obscure the truth and manipulate our minds. Marketing visionary Martin Lindstrom has been on the front lines of the branding wars for over twenty years. Here, he turns the spotlight on his own industry, drawing on all he has witnessed behind closed doors, exposing for the first time the full extent of the psychological tricks and traps that companies devise to win our hard-earned dollars. Picking up from where Vance Packard's bestselling classic, *The Hidden Persuaders*, left off more than half-a-century ago, Lindstrom reveals: New findings that reveal how advertisers and marketers intentionally target children at an alarmingly young age - starting when they are still in the womb! Shocking results of an fMRI study which uncovered what heterosexual men really think about when they see sexually provocative advertising (hint: it isn't their girlfriends). How marketers and retailers stoke the flames of public panic and capitalize on paranoia over global contagions, extreme weather events, and food contamination scares. The first ever neuroscientific evidence proving how addicted we all are to our iPhones and our Blackberry's (and the shocking reality of cell phone addiction - it can be harder to shake than addictions to drugs and alcohol). How companies of all stripes are secretly mining our digital footprints to uncover some of the most intimate details of our private lives, then using that information to target us with ads and offers 'perfectly tailored' to our psychological profiles. How certain companies, like the maker of one popular lip balm, purposely adjust their formulas in order to make their products chemically addictive. What a 3-month long guerrilla marketing experiment, conducted specifically for this book, tells us about the most powerful hidden persuader of them all. And much, much more. This searing expose introduces a new class of tricks, techniques, and seductions - the Hidden Persuaders of the 21st century- and shows why they are more insidious and pervasive than ever.

Blindsight - Matt Johnson 2020-05-19

Ever notice that all watch ads show 10:10 as the time? Or that all fast-food restaurants use red or yellow in their logos? Or that certain stores are always having a sale? You may not be aware of these details, yet they've been influencing you all along. Every time you purchase, swipe, or click, marketers are able to more accurately predict your behavior. These days, brands know more about you than you know about yourself. *Blindsight* is here to change that. With eye-opening science, engaging stories, and fascinating real-world examples, neuroscientist Matt Johnson and marketer Prince Ghuman dive deep into the surprising relationship between brains and brands. In *Blindsight*, they showcase how marketing taps every aspect of our mental lives, covering the neuroscience of pain and pleasure, emotion and logic, fear and safety, attention and addiction, and much more. We like to think of ourselves as independent actors in control of our decisions, but the truth is far more complicated. *Blindsight* will give you the ability to see the unseeable when it comes to marketing, so that you can consume on your own terms. On the surface, you will learn how the brain works and how brands design for it. But peel back a layer, and you'll find a sharper image of your psychology, reflected in your consumer behavior. This book will change the way you view not just branding, but yourself, too.

Introduction to Neuromarketing & Consumer Neuroscience - Thomas Zoega Ramsoy 2015-05-13

How do we make decisions on what to buy and what to pay for it? Why are we affected by brands and pricing when making our choices or just experiencing something? Traditional approaches to such questions have relied on the behavioural and social sciences. However, today we see a dramatic shift in our understanding of consumption behaviours. Recent advances in modern neuroscience, and how it combines with economics and psychology, have allowed us to study of how different brain functions serve consumer

behaviour. A commercial industry is emerging that offers novel ways to assess consumer attention, emotion and memory. This book, written by one of the leading figures in neuromarketing and consumer neuroscience, offers a comprehensive insight into the workings of the brain and its mind, and how this knowledge can inform our understanding of consumption behaviours. The book offers both basic and front-end academic insights, and includes chapters on sensation and perception; attention and consciousness; emotion and feeling; memory and learning; motivation and preference; and decision making. It also offers up to date and comprehensive insight about how the tools of neuroscience can be applied to assess consumer cognition and emotion. This book works as a landmark for this emerging academic and commercial disciplines, and to become a standard book of reference, just as the textbooks by Kotler and Keller have been for advertising and marketing.

The small BIG - Steve J. Martin 2014-09-09

At some point today you will have to influence or persuade someone - your boss, a co-worker, a customer, client, spouse, your kids, or even your friends. What is the smallest change you can make to your request, proposal or situation that will lead to the biggest difference in the outcome? In *The small BIG*, three heavyweights from the world of persuasion science and practice -- Steve Martin, Noah Goldstein and Robert Cialdini -- describe how, in today's information overloaded and stimulation saturated world, increasingly it is the small changes that you make that lead to the biggest differences. In the last few years more and more research - from fields such as neuroscience, cognitive psychology, social psychology, and behavioral economics - has helped to uncover an even greater understanding of how influence, persuasion and behavior change happens. Increasingly we are learning that it is not information per se that leads people to make decisions, but the context in which that information is presented. Drawing from extensive research in the new science of persuasion, the authors present lots of small changes (over 50 in fact) that can bring about momentous shifts in results. It turns out that anyone can significantly increase his or her ability to influence and persuade others, not by informing or educating people into change but instead by simply making small shifts in approach that link to deeply felt human motivations.

Consumer Neuroscience - Moran Cerf 2017-11-16

A comprehensive introduction to using the tools and techniques of neuroscience to understand how consumers make decisions about purchasing goods and services. Contrary to the assumptions of economists, consumers are not always rational actors who make decisions in their own best interests. The new field of behavioral economics draws on the insights of psychology to study non-rational decision making. The newer field of consumer neuroscience draws on the findings, tools, and techniques of neuroscience to understand how consumers make judgments and decisions. This book is the first comprehensive treatment of consumer neuroscience, suitable for classroom use or as a reference for business and marketing practitioners. After an overview of the field, the text offers the background on the brain and physiological systems necessary for understanding how they work in the context of decision making and reviews the sensory and perceptual mechanisms that govern our perception and experience. Chapters by experts in the field investigate tools for studying the brain, including fMRI, EEG, eye-tracking, and biometrics, and their possible use in marketing. The book examines the relation of attention, memory, and emotion to consumer behavior; cognitive factors in decision making; and the brain's reward system. It describes how consumers develop implicit associations with a brand, perceptions of pricing, and how consumer neuroscience can encourage healthy behaviors. Finally, the book considers ethical issues raised by the application of neuroscience tools to marketing. Contributors Fabio Babiloni, Davide Baldo, David Brandt, Moran Cerf, Yuping Chen, Patrizia Cherubino, Kimberly Rose Clark, Maria Cordero-Merecuana, William A. Cunningham, Manuel Garcia-Garcia, Ming Hsu, Ana Iorga, Philip Kotler, Carl Marci, Hans Melo, Kai-Markus Müller, Brendan Murray, Ingrid L. C. Nieuwenhuis, Graham Page, Hirak Parikh, Dante M. Pirouz, Martin Reimann, Neal J. Roese, Irit Shapira-Lichter, Daniela Somarriba, Julia Trabulsi, Arianna Trettel, Giovanni Vecchiato, Thalia Vrantisidis, Sarah Walker

The Branded Mind - Erik Du Plessis 2011-02-03

The Branded Mind is about how people think, and particularly how people think about brands. It explores what we know about the structure of the brain, explains how the different parts of the brain interact, and then demonstrates how this relates to current marketing theories on consumer behaviour. It investigates

developments in neuroscience and neuromarketing, and how brain science can contribute to marketing and brand building strategies. Including research by Millward Brown, one of the World's top market research companies, it touches on key topics such as the nature of feelings, emotions and moods, personality, measuring the brain, consumer behaviour and decision making and market segmentation.

Methods of Persuasion - Nick Kolenda 2013-10

"This is a book deserving of space on every consumer marketer's bookshelf." --Journal of Consumer Marketing Best known for his viral video, "Chat Roulette Mind Reading," Nick Kolenda is finally revealing some of the psychological secrets behind his mind reading feats. Using revolutionary principles from cognitive psychology, Nick has developed ways to subconsciously influence people's thoughts, and his "mind reading" demonstrations have been seen by over a million people across the globe. *Methods of Persuasion* reveals that fascinating secret for the first time, and it explains how you can use those principles to subconsciously influence people's thoughts in your own life. Drawing on cutting-edge research in psychology, the entire book culminates a powerful 7-step persuasion process that follows the acronym, METHODS: Step 1: Mold Their Perception Step 2: Elicit Congruent Attitudes Step 3: Trigger Social Pressure Step 4: Habituate Your Message Step 5: Optimize Your Message Step 6: Drive Their Momentum Step 7: Sustain Their Compliance This book teaches you the psychology behind each step, and it explains how you can use METHODS to influence people's thoughts, emotions, and behavior in nearly any situation.

Brand Seduction - Daryl Weber 2016-04-25

For many marketing professionals, "science" is a four-letter word. They see brand-building as an unteachable art guided by their intuition and experience. But at its core, marketing aims to seed ideas into people's minds, make them feel a certain way, and, ultimately, get them to act. In *Brand Seduction*, Daryl reveals the latest psychological and neuroscientific discoveries about how our minds process brand information and make decisions, and the important roles our emotions and unconscious play in our selections. Welcome to the new world of neuromarketing. Through simple language, engaging stories, and real-world examples, *Brand Seduction* shows you how to decode, build, and use these hidden brand fantasies to grow your brand and business. You'll learn: The surprising unconscious side of brands. The biggest myths about consumer psychology. The real role of emotions in building brands. Practical tools to use neuroscience to inspire better marketing. Everyone seems to have a different idea of what brands are, how they work, and how they are built. *Brand Seduction* digs deeper into the nature of brands, how they exist and behave in the mind, and how marketers and business leaders can use this understanding to "seduce" customers and grow their businesses.

Neuro Web Design - Susan Weinschenk 2009-03-30

"While you're reading *Neuro Web Design*, you'll probably find yourself thinking 'I already knew that...' a lot. But when you're finished, you'll discover that your ability to create effective web sites has mysteriously improved. A brilliant idea for a book, and very nicely done." - Steve Krug, author of *Don't Make Me Think! A Common Sense Approach to Web Usability* Why do people decide to buy a product online? Register at your Web site? Trust the information you provide? *Neuro Web Design* applies the research on motivation, decision making, and neuroscience to the design of Web sites. You will learn the unconscious reasons for people's actions, how emotions affect decisions, and how to apply the principles of persuasion to design Web sites that encourage users to click. *Neuro Web Design* employs "neuro-marketing" concepts, which are at the intersection of psychology and user experience. It's scientific, yet you'll find it accessible, easy to read, and easy to understand. By applying the concepts and examples in this book, you'll be able to dramatically increase the effectiveness and conversion rates of your own Web site.

The Cambridge Handbook of Consumer Psychology - Michael I. Norton 2015-09-09

Why do consumers make the purchases they do, and which ones make them truly happy? Why are consumers willing to spend huge sums of money to appear high status? This Handbook addresses these key questions and many more. It provides a comprehensive overview of consumer psychology, examining cutting-edge research at the individual, interpersonal, and societal levels. Leading scholars summarize past and current findings, and consider future lines of inquiry to deepen our understanding of the psychology behind consumers' decision making, their interactions with other consumers, and the effects of societal factors on consumption. The *Cambridge Handbook of Consumer Psychology* will act as a valuable guide for

faculty as well as graduate and undergraduate students in psychology, marketing, management, sociology, and anthropology.

Neuromarketing For Dummies - Stephen J. Genco 2013-07-29

Learn how to use neuromarketing and understand the science behind it Neuromarketing is a controversial new field where researchers study consumers' brain responses to advertising and media. Neuromarketing and the brain sciences behind it provide new ways to look at the age-old question: why do consumers buy? *Neuromarketing For Dummies* goes beyond the hype to explain the latest findings in this growing and often misunderstood field, and shows business owners and marketers how neuromarketing really works and how they can use it to their advantage. You'll get a firm grasp on neuromarketing theory and how it is impacting research in advertising, in-store and online shopping, product and package design, and much more. Topics include: How neuromarketing works Insights from the latest neuromarketing research How to apply neuromarketing strategies to any level of advertising or marketing, on any budget Practical techniques to help your customers develop bonds with your products and services The ethics of neuromarketing *Neuromarketing for Dummies* demystifies the topic for business owners, students, and marketers and offers practical ways it can be incorporated into your existing marketing plans.

Neuromarketing in India - Tanusree Dutta 2018-06-27

How to understand human behaviour has been a very intriguing question to medicine, computer science, economics, psychology and finance. Each discipline has been trying to study and predict human behaviour through surveys, laboratory-based experiments, questionnaires, interviews, statistics, focus groups; the list is endless. The lack of precision in the existing techniques to predict human behaviour has motivated researchers to move beyond the traditional and search for new and improved techniques. Neuroscience has stepped in to fill this gap. It is based on the assumption that human behaviour is a complex process which has a neural basis and the locus of this process is the higher centre of the brain. Both conscious and unconscious processing of stimulus in the brain is responsible for generating behaviour. So if we could develop a deeper understanding of how the brain functions to generate behaviour, we would be more confident in our understanding and prediction of consumer behaviour. The use of neuroscientific techniques, like functional Magnetic Resonance Imaging (fMRI), Electroencephalography (EEG), Evoked Response Potential (ERP), and sensors to measure changes in one's physiological state, to understand the mind of the consumer has just begun, and professionals in the field see a huge opportunity for neuromarketing in India. In the domain of neuromarketing, one important question relates to the distinction between Indian and other global consumers of commercial products. Are we different from consumers across the globe? The answer is probably 'yes'. This is documented by the fact that we find a distinct change in the marketing strategy of companies; the methods to influence Indian consumers are different from those adopted in other countries. This gives rise to the question: what makes us different? The next logical question that arises, assuming that we are different or similar, is can we quantify it? Answering why, what and how we are different marks the beginning of the book, followed by issues related to the ethicality of using such techniques to promote marketing, risk analysis in case of failure and future directions in neuromarketing. The book intends to address each of these issues so that a comprehensive reading in the subject matter would help academicians to decipher consumer behaviour and build theory for possible principles of application in the market.

Buyology - Martin Lindstrom 2010-02-02

NEW YORK TIMES BESTSELLER • "A fascinating look at how consumers perceive logos, ads, commercials, brands, and products."—Time How much do we know about why we buy? What truly influences our decisions in today's message-cluttered world? In *Buyology*, Martin Lindstrom 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 captures our interest—and drives us to buy. Among the questions he explores: • Does sex actually sell? • Does subliminal advertising still surround us? • Can "cool" brands trigger our mating instincts? • Can our other senses—smell, touch, and sound—be aroused when we see a product? *Buyology* is a fascinating and shocking journey into the mind of today's consumer that will captivate anyone

who's been seduced—or turned off—by marketers' relentless attempts to win our loyalty, our money, and our minds.

Spent - Geoffrey Miller 2009

Explores how evolutionary psychology has begun to identify the prehistoric origins of human behavior and discusses how those discoveries have influenced the way consumer spending is viewed and controlled by companies, retailers, and marketers.

7 Secrets of Persuasion - James C. Crimmins 2016-09-19

"Jim Crimmins explains what really drives human behavior. For anyone who hopes to influence what people do or what they buy, Jim's book is required reading." —Keith Reinhard, chairman emeritus of DDB Worldwide and a member of the Advertising Hall of Fame *7 Secrets of Persuasion* is the first book to take the latest scientific insights about the mind and apply them to the art of persuasion. It directly translates the revolution in neuroscience that has occurred over the last 40 years into practical new techniques for effective persuasion. Whether your goal is to persuade one person—a husband, child, or boss—or the millions who might purchase an Apple Watch or a Budweiser, *7 Secrets of Persuasion* will show you how to: Unearth the motivation that actually changes a behavior like smoking, voting, or buying, even though people don't know why they do what they do. Tap into the mental process that gives religious symbols, political symbols, and commercial logos their power. Make a promise that is delayed, uncertain, and rational more compelling by making it immediate, certain, and emotional. Transform your candidate, service, or product into the one people want by utilizing what psychologists call the "fundamental attribution error."

[Brainfluence](#) - Roger Dooley 2011-10-21

Practical techniques for applying neuroscience and behavior research to attract new customers *Brainfluence* explains how to practically apply neuroscience and behavior research to better market to consumers by understanding their decision patterns. This application, called neuromarketing, studies the way the brain responds to various cognitive and sensory marketing stimuli. Analysts use this to measure a consumer's preference, what a customer reacts to, and why consumers make certain decisions. With quick and easy takeaways offered in 60 short chapters, this book contains key strategies for targeting consumers through in-person sales, online and print ads, and other marketing mediums. This scientific approach to marketing has helped many well-known brands and companies determine how to best market their products to different demographics and consumer groups. *Brainfluence* offers short, easy-to-digest ideas that can be accessed in any order. Discover ways for brands and products to form emotional bonds with customers Includes ideas for small businesses and non-profits Roger Dooley is the creator and publisher of *Neuromarketing*, the most popular blog on using brain and behavior research in marketing, advertising, and sales *Brainfluence* delivers the latest insights and research, giving you an edge in your marketing, advertising, and sales efforts.

The Advertising Effect - Adam Ferrier 2014

Respected advertising insider, Adam Ferrier, reveals techniques used by some of the best-known brands across the globe. These are grounded in psychological theory with award winning real world examples and explore most effective way to change behaviour is through action rather than conventional advertising practices (emotional or rational persuasion).

Consumer Psychology - Jansson-Boyd 2010-01-01

Psychology is central to an effective understanding of consumption behaviours. The aim of this book is to provide an overall understanding for why people consume certain products and services and how this affects their behaviour and psychological well being.

You Are Not So Smart - David McRaney 2012-11-06

Explains how self-delusion is part of a person's psychological defense system, identifying common misconceptions people have on topics such as caffeine withdrawal, hindsight, and brand loyalty.

The Persuasion Code - Christophe Morin 2018-09-11

The Persuasion Code Capture, convince, and close—scientifically Most of your attempts to persuade are doomed to fail because the brains of your audience automatically reject messages that disrupt their attention. This book makes the complex science of persuasion simple. Learn to develop better marketing and sales messages based on a scientific model; NeuroMap™. Regardless of your level of expertise in

marketing, neuromarketing, neuroscience or psychology: *The Persuasion Code: How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime* will make your personal and business lives more successful by unveiling a credible and practical approach towards creating a breakthrough persuasion strategy. This book will satisfy your interest in neuromarketing, scientific persuasion, sales, advertising effectiveness, website conversion, marketing strategy and sales presentations. It'll teach you the value of the award-winning persuasion model NeuroMap™ : the only model based on the science of how your customers use their brain to make any decision including a buying decision. You will appreciate why this scientific approach has helped hundreds of companies and thousands of executives achieve remarkable results. Written by the founders of SalesBrain who pioneered the field of neuromarketing SalesBrain has trained more than 100,000 executives worldwide including over 15,000 CEO Includes guidance for creating your own neuromarketing plan Advance your business or career by creating persuasive messages based on the working principle of the brain.

Yes! - Noah J. Goldstein 2008-09-03

Learn how small changes can make a big difference in your powers of persuasion with this New York Times bestselling introduction to fifty scientifically proven techniques for increasing your persuasive powers in business and life. Every day we face the challenge of persuading others to do what we want. But what makes people say yes to our requests? Persuasion is not only an art, it is also a science, and researchers who study it have uncovered a series of hidden rules for moving people in your direction. Based on more than sixty years of research into the psychology of persuasion, *Yes!* reveals fifty simple but remarkably effective strategies that will make you much more persuasive at work and in your personal life, too. Cowritten by the world's most quoted expert on influence, Professor Robert Cialdini, *Yes!* presents dozens of surprising discoveries from the science of persuasion in short, enjoyable, and insightful chapters that you can apply immediately to become a more effective persuader. Often counterintuitive, the findings presented in *Yes!* will steer you away from common pitfalls while empowering you with little known but proven wisdom. Whether you are in advertising, marketing, management, on sales, or just curious about how to be more influential in everyday life, *Yes!* shows how making small, scientifically proven changes to your approach can have a dramatic effect on your persuasive powers.

[Neuromarketing in Business](#) - Benny B. Briesemeister 2022-01-03

This book shows how neuromarketing works in practice. It describes how companies can use the methods and insights of neuroscience to make better decisions themselves. It brings together real-world use cases in the area of applied neuroscience, collected from the globally leading consumer neuroscience companies and their clients. The use cases come from a variety of business areas, from advertising research to store design, from finding the right name for a brand to designing a compelling website. The book reveals how clients engage in neuromarketing; the business problems they can encounter, and have encountered, solving with this new approach; and the values they generate.

Unconscious Branding - Douglas Van Praet 2012-11-13

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?"; and the infamous Volkswagen "Punch Buggy" launch as well as their beloved "The Force" (Mini Darth Vader) Super Bowl commercial.

Choice Hacking - Jennifer L. Clinehens 2020-06-16

What if you could use Nobel prize-winning science to predict the choices your customers will make?

Customer and user behaviors can seem irrational. Shaped by mental shortcuts and psychological biases, their actions often appear random on the surface. In Choice Hacking, we'll learn to predict these irrational behaviors and apply the science of decision-making to create unforgettable customer experiences. Discover a framework for designing experiences that doesn't just show you what principles to apply, but introduces a new way of thinking about customer behavior. You'll finish Choice Hacking feeling confident and ready to transform your experience with science. In Choice Hacking, you'll discover: - How to make sure your customer experience is designed for what people do (not what they say they'll do) - How to increase the odds that customers will make the "right choice" in any environment - How to design user experiences that drive action and engagement - How to create retail experiences that persuade and drive brand love - How brands like Uber, Netflix, Disney, and Starbucks apply these principles in their customer and user experiences Additional resources included with the book: - Access to free video Companion Course - Access to exclusive free resources, tools, examples, and use cases online Who will benefit from reading Choice Hacking? This book was written for anyone who wants to better understand customer and user decision-making. Whether you're a consultant, strategist, digital marketer, small business owner, writer, user experience designer, student, manager, or organizational leader, you will find immediate value in Choice Hacking. About the Author Jennifer Clinehens is currently Head of Experience at a major global experience agency. She holds a Master's degree in Brand Management as well as an MBA from Emory University's Goizueta School. Ms. Clinehens has client-side and consulting experience working for brands like AT&T, McDonald's, and Adidas, and she's helped shape customer experiences across the globe. A recognized authority in marketing and customer experience, she is also the author of CX That Sings: An Introduction To Customer Journey Mapping. To learn more about this book or contact the author, please visit ChoiceHacking.com

Unconscious Marketing - Sam Page 2015-08-01

These mental shortcuts are called cognitive biases, or heuristics. None of us are immune to them. We all use them in our decision-making process, whether we're aware of it, or not. Whatever product or service you're marketing, everything you do is about getting customers to make a choice - and cognitive biases affect every choice we make.

Neuromarketing - Patrick Renvoise 2007-09-30

How can the latest brain research help increase your sales? Because people are inundated daily by an average of 10,000 sales messages, selling is now tougher than ever. That's why you need to learn what neuroscience has uncovered that will immediately increase your selling and influencing effectiveness. Unveiling the latest brain research and revolutionary marketing practices, authors Patrick Renvoisé and Christophe Morin teach highly effective techniques to help you deliver powerful, unique, and memorable presentations that will have a major, lasting impact on potential buyers such as: The 6 stimuli that always trigger a response The 4 steps to align content and delivery of your message The 6 message building blocks to address the "old brain" The 7 powerful impact boosters to set your delivery apart from the rest Once you know how the decision-making part of the brain works, you'll quickly begin to deliver more convincing sales presentations, close more deals, create more effective marketing strategies, and radically improve your ability to influence others.

The Buying Brain - A. K. Pradeep 2010-07-16

If You Understand Brain Basics, You'll Sell More As much as 95% of our decisions are made by the subconscious mind. As a result, the world's largest and most sophisticated companies are applying the latest advances in neuroscience to create brands, products, package designs, marketing campaigns, store environments, and much more, that are designed to appeal directly and powerfully to our brains. The Buying Brain offers an in-depth exploration of how cutting-edge neuroscience is having an impact on how we make, buy, sell, and enjoy everything, and also probes deeper questions on how this new knowledge can enhance customers' lives. The Buying Brain gives you the key to • Brain-friendly product concepts, design, prototypes, and formulation • Highly effective packaging, pricing, advertising, and in-store marketing • Building stronger brands that attract deeper consumer loyalty A highly readable guide to some of today's most amazing scientific findings, The Buying Brain is your guide to the ultimate business frontier - the

human brain.

How To Win Friends and Influence People - Dale Carnegie 2010-08-24

Updated for today's readers, Dale Carnegie's timeless bestseller How to Win Friends and Influence People is a classic that has improved and transformed the professional and personal lives of millions. One of the best-known motivational guides in history, Dale Carnegie's groundbreaking book has sold tens of millions of copies, been translated into almost every known language, and has helped countless people succeed. Originally published during the depths of the Great Depression—and equally valuable during booming economies or hard times—Carnegie's rock-solid, time-tested advice has carried countless people up the ladder of success in their professional and personal lives. How to Win Friends and Influence People teaches you: -How to communicate effectively -How to make people like you -How to increase your ability to get things done -How to get others to see your side -How to become a more effective leader -How to successfully navigate almost any social situation -And so much more! Achieve your maximum potential with this updated version of a classic—a must-read for the 21st century.

FRICITION—The Untapped Force That Can Be Your Most Powerful Advantage - Roger Dooley 2019-05-17

In 2016, \$4.6 trillion of merchandise was left in abandoned e-commerce shopping carts. Every year, the U.S. economy loses \$3 trillion dollars in productivity due to excess bureaucracy. Red tape and over-complicated licenses have contributed to China's GDP exceeding India's by \$82 trillion over the span of just three decades. If you're a business leader, these statistics should give you nightmares. According to science-based marketing and business expert Roger Dooley, they illustrate the real and growing threat of "friction," which he defines as the unnecessary expenditure of time, effort, or money in performing a task. In today's high-speed, customer-empowered world, the levels of swiftness and efficiency of business transactions will determine ultimate success or failure. In this groundbreaking guide, Dooley helps you spot the inevitable points of friction in your organization, and he provides the tools and insight you need to eliminate them. By truly understanding the impact friction can have, you'll be able to establish positive habits and eliminate negative ones—all with the end result of building a company that's the envy of your industry. Friction takes you step-by-step through the process of: •Empowering frank conversations•Guiding individual and team behaviors•Getting ahead of friction •Optimizing the customer experience •Building a frictionless corporate culture Combining scientific research with real-life examples of leaders who have conquered business friction, Dooley teaches you how to identify roadblocks, alter them for the benefit of both business and customer, and create positive, lasting change. If you're in a leadership position, now is the time to declare war on friction—before your competitors do. Stamp out ridiculous rules, pointless procedures, and meaningless meetings. Become a relentless advocate for the customer and for minimizing customer effort. Lubricate every point of friction and make your company run like a well-oiled machine. Friction provides the know-how you need to lead your company to industry dominance.

Smart Persuasion - Philippe AIMÉ 2019-03-01

Conversions begin in the brain. Every purchase starts with a decision, and every decision is shaped by consumer psychology. This book explains how mental shortcuts (cognitive biases) affect your customers' decision making and shows you how to be more persuasive online. Philippe Aimé and Jochen Grünbeck are optimisation addicts and have been at the forefront of digital marketing since the beginning. Inspired by behavioural economists like Daniel Kahneman, Dan Ariely and Richard Thaler, the techniques described in Smart Persuasion leverage powerful decision-making biases to make marketing more effective. Alongside these behavioural insights, Smart Persuasion incorporates research from marketing experts such as Jonah Berger, Robert Cialdini and Roger Dooley. Principles relating to attention and perception, as well as the cognitive effects that make consumers predictably irrational, are distilled into concrete website optimisation strategies. Drawing from hundreds of unique studies, Smart Persuasion lists proven effects such as Anchoring and Framing. Each one is illustrated with case-studies, examples and ideas that you can apply immediately. Using the persuasive strategies outlined in this book will allow you to influence consumers more effectively, unlocking your website's potential. All profits from the sale of this book help provide educational resources for children in Africa.

Unleash Your Primal Brain: Demystifying How We Think and Why We ACT - Tim Ash 2021-04-06