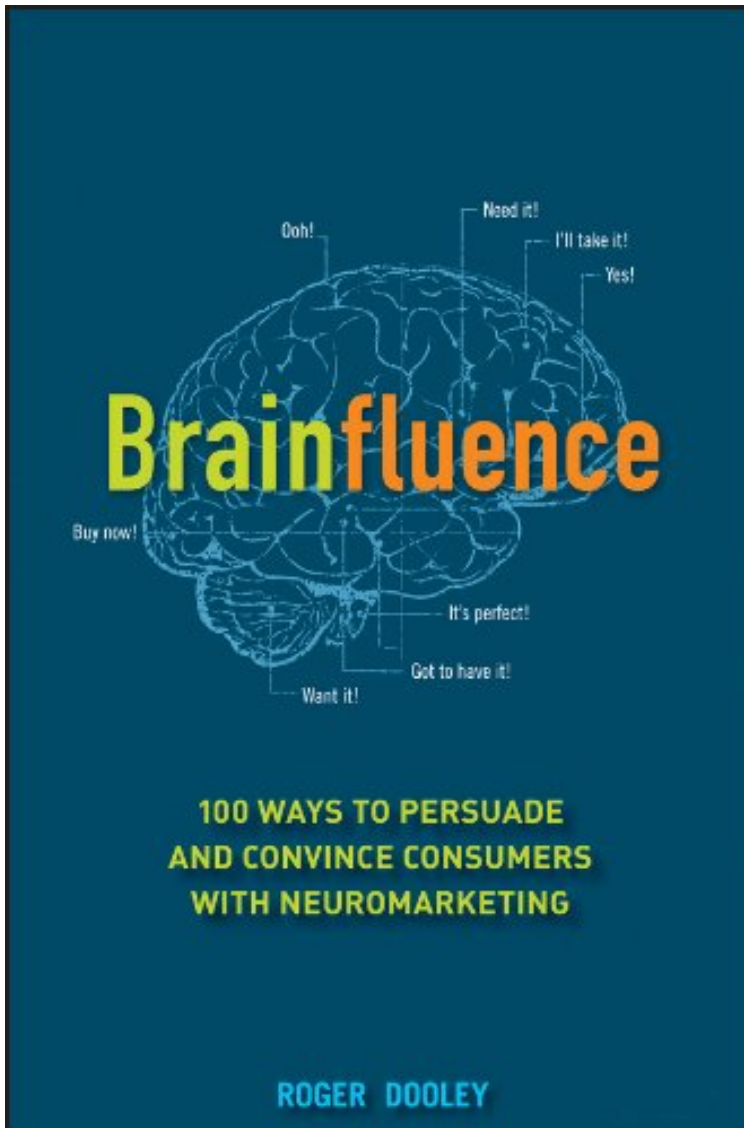


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Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing



Par Roger Dooley
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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. Presentation de l'auteur 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. Quatrième de couverture "You can never be too enchanting, so read this book to learn even more ways to change people's hearts, minds, and actions. It's always good to have some science behind your tactics." Guy Kawasaki, author of *Enchantment* and former chief evangelist of Apple "Rogers' writing is practical and very insightful. His book delivers on its promise: smart ideas supported by science that can help you make more money. A great and profitable read!" Christophe Morin, coauthor of *Neuromarketing* and CEO, SalesBrain "Using the most modern neuroscience research out there, Roger Dooley's insightful new book, *Brainfluence*, will serve as a how-to guide for driving a successful business past its competition." Martin Lindstrom, author of *Brandwashed* "For years I've turned to Roger Dooley to keep up with the cutting edge of neuromarketing. Now with *Brainfluence*, Roger gives smart businesspeople a one-stop unfair advantage. This book is a must-read." Brian Clark, CEO, Copyblogger Media