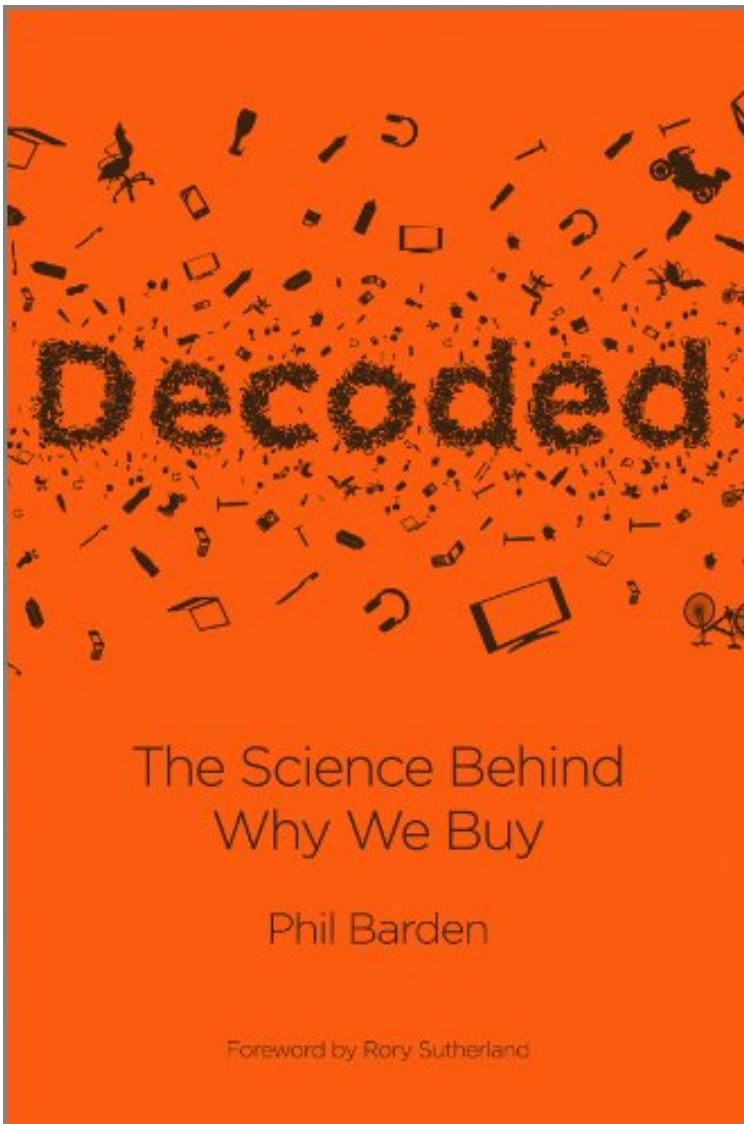


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Decoded: The Science Behind Why We Buy



Par Phil Barden
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Description :

Prsentation de l'diteurIn this groundbreaking book Phil Barden reveals what decision science explains about peoples purchase behaviour, and specifically demonstrates its value to marketing. He shares the latest research on the motivations behind consumers choices and what happens in the human brain as buyers make their decisions. He deciphers the secret codes of products, services and brands to explain why people buy them. And finally he shows how to apply this knowledge in day to day marketing to great effect by dramatically improving key factors such as relevance, differentiation and credibility. Shows how the latest insights from the fields of Behavioural Economics, psychology and neuro-economics explain why we buy what we buy Offers a pragmatic framework and guidelines for day-to-day marketing practice on how to employ this knowledge for more effective brand management - from strategy to implementation and NPD.

The first book to apply Daniel Kahnemans Nobel Prize-winning work to marketing and advertising Packed with case studies, this is a must-read for marketers, advertising professionals, web designers, RD managers, industrial designers, graphic designers in fact anyone whose role or interest focuses on the why behind consumer behaviour. Foreword by Rory Sutherland, Executive Creative Director and Vice-Chairman, OgilvyOne London and Vice-Chairman, Ogilvy Group UK Full colour throughout Revue de presse he sets out to build the most comprehensive bridge yet between decision science and the daytoday business of marketing . Decoded shows understanding behaviour is not the enemy of creativity but a springboard to it. Creatives more than anyone need to embrace it not make it planning or research s responsibility or assume a new video on YouTube renders the hardwiring of our brains irrelevant. Advertising will never be a science but it s more science than most working in it realise (25th January 2013, <http://mumbrella.com.au>) The book is rich in examples of how consumers react to brands, what influences purchasing decisions and how marketers can profit by aligning brands to subconscious preferences and behaviour patterns. (Irish Times, February 2013) an accessible and practical introduction to the applied marketing science of behavioural economics. Loss aversion, reframing, choice architecture: all these concepts and more are lucidly explained and illustrated with examples from experimental psychology and marketing best practice (Marketing Week, March 2013) Barden clearly and precisely takes on a complex discipline a compelling look at a tricky subject. (FS Tech, March 2013) What distinguishes this book is that it not only runs through the various ways in which human behaviour differs from that typically assumed by all finance directors (and many marketers), but it also comes packed with case studies and suggestions about what we should all do about it. This book is a mustread (Marketing Magazine, April 2013) Barden produces very persuasive arguments to support his thesis and draws on examples from wellknown, iconic products and campaigns He strikes an effective balance between explaining the science and demonstrating how it can be applied to advertising and marketing .easy to read the endofchapter summaries are helpful in distilling and emphasising the complex message (B2B Marketing,, May 2013) The book strength lies in the cogent and colourful manner in which Barden sets out his case. (Admap, May 2013) While at times this book is heavy on the science, it is a very rewarding read. A lot of the findings are common sense. But often we fail to apply common sense when we put our own objectives ahead of our customers objectives. Reading Decoded will help you make money . (Betterretailing.com, May 2013) Highly readable, on almost every page this book throws out ideas that will improve the way you run your business. It will also help you to understand when the big manufacturers have got their propositions correct for your customers. (Better Wholesaling, June 2013)Prsentation de l'diteurIn this groundbreaking book Phil Barden reveals what decision science explains about peoples purchase behaviour, and specifically demonstrates its value to marketing. He shares the latest research on the motivations behind consumers choices and what happens in the human brain as buyers make their decisions. He deciphers the secret codes of products, services and brands to explain why people buy them. And finally he shows how to apply this knowledge in day to day marketing to great effect by dramatically improving key factors such as relevance, differentiation and credibility. Shows how the latest insights from the fields of Behavioural Economics, psychology and neuro-economics explain why we buy what we buy Offers a pragmatic framework and guidelines for day-to-day marketing practice on how to employ this knowledge for more effective brand management - from strategy to implementation and NPD. The first book to apply Daniel Kahnemans Nobel Prize-winning work to marketing and advertising Packed with case studies, this is a must-read for marketers, advertising professionals, web designers, RD managers, industrial designers, graphic designers in fact anyone whose role or interest focuses on the why behind consumer behaviour. Foreword by Rory Sutherland, Executive Creative Director and Vice-Chairman, OgilvyOne London and Vice-Chairman, Ogilvy Group UK Full colour throughout