



Decoded: The Science Behind Why We Buy

Phil Barden

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In this groundbreaking book Phil Barden reveals what decision science explains about people's 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 Kahneman's Nobel Prize-winning work to marketing and advertising
- Packed with case studies, this is a must-read for marketers, advertising professionals, web designers, R&D 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

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Arthur Elsberry:

Spent a free time to be fun activity to try and do! A lot of people spent their down time with their family, or all their friends. Usually they performing activity like watching television, gonna beach, or picnic inside park. They actually doing same every week. Do you feel it? Will you something different to fill your current free time/ holiday? May be reading a book could be option to fill your cost-free time/ holiday. The first thing you ask may be what kinds of e-book that you should read. If you want to attempt look for book, may be the guide untitled Decoded: The Science Behind Why We Buy can be excellent book to read. May be it might be best activity to you.

Latoya Brown:

Reading can called imagination hangout, why? Because when you are reading a book mainly book entitled Decoded: The Science Behind Why We Buy your head will drift away trough every dimension, wandering in most aspect that maybe unfamiliar for but surely can become your mind friends. Imaging just about every word written in a reserve then become one application form conclusion and explanation which maybe you never get just before. The Decoded: The Science Behind Why We Buy giving you a different experience more than blown away your head but also giving you useful info for your better life with this era. So now let us demonstrate the relaxing pattern here is your body and mind will be pleased when you are finished reading through it, like winning a casino game. Do you want to try this extraordinary wasting spare time activity?

Corey Smith:

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