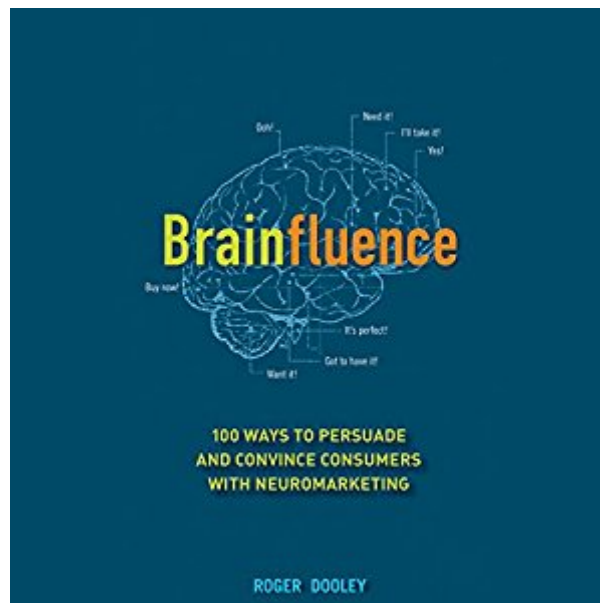




Ebook Directory
the best source of ebook

The book was found

Brainfluence: 100 Ways To Persuade And Convince Consumers With Neuromarketing



Synopsis

Practical techniques for applying neuroscience and behavior research to attract new customers. Brainfluence explains how to practically apply neuroscience and behavior technology 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. Discover ways for brands and products to form emotional bonds with customers Find 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, and will give you an edge in your marketing, advertising, and sales efforts.

Book Information

Audible Audio Edition

Listening Length: 7 hours 14 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Audible Studios

Audible.com Release Date: July 31, 2012

Language: English

ASIN: B008RC4WXY

Best Sellers Rank: #68 in Books > Business & Money > Marketing & Sales > Consumer Behavior #75 in Books > Business & Money > Marketing & Sales > Advertising #76 in Books > Audible Audiobooks > Business & Investing > Marketing & Sales

Customer Reviews

It's really repetitive. The formula for each lesson is usually theory + anecdote. It ends off making the book seem shallow, as if it's trying to get each lesson over with. Often times, Dooley references the same examples (especially the wine example), which also makes the book feel rushed. For all of my negative talk, some examples are actually great. The section on selling to cheap(er) people was

golden. The steps were: 1. Make the price a bargain. 2. Avoid repeated pain points. (AKA don't make them pay multiple times for every little thing) 3. Create product bundles. (one easy price) 4. Appeal to important needs. 5. Offer instant gratification. (to satisfy their wants) Overall, I think that Dooley tackles way too many things in this book, when he could've approached

Fascinating read on how our brain is influenced by sales and marketing. It tells you the "why" and the "how" of what our brain likes when it comes to being "tricked" into enjoying something. Really great read for anyone who works in sales, marketing, or advertising.

I own a wedding photography business and decided to invest in this book, because it got me curious. Money well worth spent!!! It's not only interesting and fascinating to learn more about our own - and our clients - mind, but the way the book is sectioned up, it's easy to take a chapter and implement it. It's definitely a keeper on my bookshelf and I already know that I will be reading this book over and over in the future.

If marketing had a book that served as a reference that execs must use to illuminate a strategy, this is it! This is a must have for anybody in marketing or sales. Even if you're not in business, you should own this book to understand how neuroscience can be used to influence human behavior. We all sell and market something everyday: ourselves, our ideas, our projects. Wouldn't life be better if you knew what to do, how, and why? You have enough information already to make a decision, so just buy the book already!

I think this book is very easy for students to read. I am using it as a supplement in a Consumer Behavior course.

This helps to change your way of thinking when it comes to different marketing techniques.

Excellent information..... learn the unexpected from this author. We can understand ourselves and others better by following this author.

I like this book. it really breaks down purchasing cycles. it is a good book for anyone interested in getting into marketing

[Download to continue reading...](#)

Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing Negotiate Your Way to Riches: How to Convince Others to Give You What You Want Lawyers, Liars, and the Art of Storytelling: Using Stories to Advocate, Influence, and Persuade Sales: How To Sell, Influence People, Persuade, and Close The Sale (Job Interview,Negotiating,Sales,Resumes,Persuasion,Business Plan Writing Book 4) Win Your Case: How to Present, Persuade, and Prevail, Every Place, Every Time Summary of Pre-suasion: A Revolutionary Way to Influence and Persuade by Robert Cialdini PhD: Book Summary Includes Analysis Pre-Suasion: A Revolutionary Way to Influence and Persuade The Magick of Influence: Persuade, Control and Dominate with the Forces of Darkness Mastering Conversational Hypnosis: Learn How to Influence and Persuade Someone Easily Without Them Knowing It Get the Truth: Former CIA Officers Teach You How to Persuade Anyone to Tell All Copywriting: For Beginners!: How to Write, Persuade & Sell Anything to Anyone like a Pro with Copy Manipulation: 12 Dangerous Persuasion Secrets Used by The World's Most Powerful Men to Manipulate, Persuade & Influence People (Manipulation Series) Chickenizing Farms and Food: How Industrial Meat Production Endangers Workers, Animals, and Consumers e-Learning and the Science of Instruction: Proven Guidelines for Consumers and Designers of Multimedia Learning Fans, Bloggers, and Gamers: Media Consumers in a Digital Age Who's Buying? Who's Selling?: Understanding Consumers and Producers (Lightning Bolt Books: Exploring Economics (Paperback)) Targeted: How Technology Is Revolutionizing Advertising and the Way Companies Reach Consumers The Complete Power of Attorney Guide for Consumers and Small Businesses: Everything You Need to Know Explained Simply Diagnosis: Schizophrenia: A Comprehensive Resource for Consumers, Families, and Helping Professionals Farm to Table: The Essential Guide to Sustainable Food Systems for Students, Professionals, and Consumers

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)