Brandwashed



Filesize: 3.66 MB

Reviews

The most effective book i ever read through. It can be rally fascinating throgh looking at time period. Your lifestyle span will be enhance when you complete looking over this publication. *(Maribel Kerluke)*

BRANDWASHED



Random House LCC US Sep 2011, 2011. Taschenbuch. Book Condition: Neu. 233x156x25 mm. Neuware - Foreword by Morgan Spurlock From the bestselling author of Buyology comes a shocking insider's look at how today's global giants conspire to obscure the truth and manipulate our minds, all in service of persuading us to buy. 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...

Read Brandwashed OnlineDownload PDF Brandwashed

You May Also Like

_

Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,... Download eBook

Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware -The main aim of this book is to teach D to readers...

Download eBook

\equiv

A Tale of Two Lesbians

Createspace, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****. Lucy Winters was an orphan since her parents passed away the year before... Download eBook

_

Adobe Indesign CS/Cs2 Breakthroughs

Peachpit Press, 2005. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Adobe InDesign is taking the publishing world by storm and...

Download eBook

~

Have You Locked the Castle Gate?

Addison-Wesley Professional. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Is your computer safe Could an intruder sneak in and steal... Download eBook

.....



»