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Martin Lindstrom's, author of Buyology - Truth and Lies About Why We Buy, main objective is how

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neuromarketing will change marketing strategies in the future and help us understand the science behind why we buy in relation to the goal of marketers.

Buyology: Truth and Lies About Why We Buy: Lindstrom ...

Martin Lindstrom (born 1970) is the author of the bestseller Buyology - Truth and Lies About Why We Buy (Doubleday Business,

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division of Random House). Lindstrom is also a public speaker and the founder of a number of organizations including Buyology Inc. Prior to founding his consultancy, Lindstrom was working as an advertising agency executive at BBDO.

Buyology: Truth and Lies About Why We Buy and the New ...

In Buyology, Martin

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Lindstrom presents the astonishing findings from his groundbreaking three-year, seven-million-dollar neuromarketing study—a cutting-edge experiment that peered inside the brains of 2,000 volunteers from all around the world as they encountered various ads, logos, commercials, brands, and products. His startling results shatter

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much of what we have long believed about what captures our interest—and drives us to buy.

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Martin ...**

Buyology: Truth and Lies About Why We Buy. Buyology by Martin Lindstrom is a compulsively readable (at least for marketers) account of a research project that spanned three years and cost \$7 million.

**Buyology by Martin
Lindstrom -
Neuromarketing**

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Buyology: Truth and Lies About Why We Buy is a bestselling book by Martin Lindstrom, in which he analyzes what makes people buy. The author attempts to identify the factors that influence buyers' decisions in a world cluttered with messages such as advertisements, slogans, jingle and celebrity endorsements.

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Lindstrom, through a study of the human psyche, explains the subconscious mind and its role in deciding what the buyer will buy. Lindstrom debunks some myths about advertising and promotion.

Buyology - Wikipedia

Based on the single largest neuromarketing study ever conducted, Buyology reveals surprising truths about

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what attracts our attention and captures our dollars. Among the long-held assumptions and myths Buyology confronts: Sex doesn't sell – people in skimpy clothing and provocative poses don't persuade us to buy products.

Buyology: Truth and Lies About Why We Buy - Free For Book

So, if marketers want the naked truth—the

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truth, unplugged and uncensored, about what causes us to buy—they have to interview our brains. All of this is why, in 2003, I became convinced that something was fundamentally wrong with the ways companies reached out to customers, to us.

Buyology: Truth and Lies About Why We Buy - SILO.PUB

The article reviews the

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book "Buy.ology: truth and lies about why we buy," by Martin Lindstrom. PICK YOUR BRAIN. SULLIVAN, ELISABETH A. //

Marketing

News;3/15/2009, Vol. 43 Issue 4, p10. This article presents an interview with Martin Lindstrom, a marketing expert who is focused on consumer behavior and the subconscious.

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Buyology In
Lindstrom's ground-
breaking \$7 million
neuromarketing study,
he explores the truth
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Author writes about the
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involving brain scans.
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expressed in the quasi-
forward, Lindstrom

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firmly believes in the power of neuromarketing. The more we know about why we fall prey to the tricks and tickets of advertising, the better we can prepare and defend ourselves against those tactics. The Science Behind Buyology

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