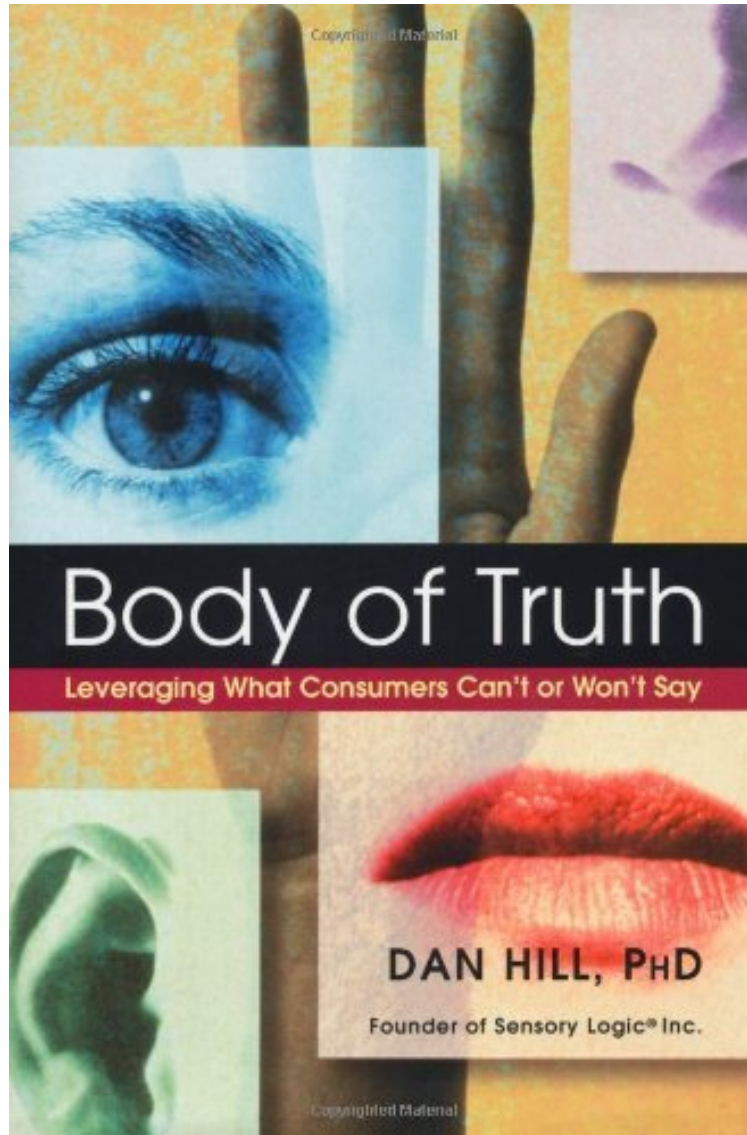


[Download ebook] Body of Truth: Leveraging What Consumers Can't or Won't Say

# Body of Truth: Leveraging What Consumers Can't or Won't Say

*Dan Hill*

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**Dan Hill : Body of Truth: Leveraging What Consumers Can't or Won't Say** before purchasing it in order to gage whether or not it would be worth my time, and all praised Body of Truth: Leveraging What Consumers Can't or Won't Say:

9 of 10 people found the following review helpful. It changed my thinking about consumer research. By Joseph S. Zagorski You might think a book about measuring sensory responses to advertising stimuli would be either A) dry and boring or B) a soft-peddle pitch to get you to buy some expensive consulting gig rigged for sensory measurement...but this book is neither. It's a well-written, entertaining, thought-provoking and practical guide to re-thinking your

approach to message development. Dr. Hill shares his experience and rich data with you in an easy-to-read book that breaks down his thinking in short, chewable chunks. I carried the book with me in my briefcase for a week, biting off 5-10 pages at a time between appointments and finding myself itching to get back into it at every available interval. All along the way, I was scribbling notes in the margins and underlining lots of material in anticipation that this would be a book I'd refer back to again and again in my travels with clients and creative types. Dr. Hill's "story line" approach to brand building is something I was able to put into play immediately upon finishing the book. I had a large campaign I was working on for a client and was able to integrate some of the "story line" thinking into our presentation in a way that made me sound like a visionary in consumer research! The client was impressed, the campaign turned out great and now we're anticipating additional work. More than just fad research, this book has staying power. And the examples Dr. Hill gives in each chapter create a veritable checklist for creating ad campaigns that not only circumvent conventional thinking, but resonate with the audience. I highly recommend "Body of Truth" to anyone in advertising, especially the creatives who are responsible for building brands and getting the message through in a cluttered media environment.

9 of 9 people found the following review helpful. Insightful read!  
By D.B. Hart  
I thought Hill's book was a marvelous exploration of the new vistas currently being opened by marketing research. I was especially sympathetic to the central premise that consumers don't really largely make their decisions "rationally." I know a lot of lip service is paid these days to acknowledging that consumers aren't the rational agents supposed by classic economic models, but this book actually takes this proposition seriously enough to go on to suggest how to USE it. I mean the book explains how understanding that people make purchase decisions to a large extent for irrational, emotional reasons can be used to your advantage in a business environment (and is ignored at your peril). Plus it's really well-written. A great read!

0 of 0 people found the following review helpful. Decent review of research and of some basics  
By Experienced seminar leader  
If you're an experienced marketer who keeps up with psychological studies relevant to marketing, you won't find anything new or any blinding insights here. (At least I didn't.) However, if you don't know much about how the brain works and how people respond to different emotionally laden factors like color, stories, images, etc., then you'll find this a useful way to catch up on a lot of scientific findings that have implications for branding.

In *Body of Truth*, Dan Hill, PhD, explores the rational approach to marketing and market research, using the latest findings on human cognition and communication to help marketers tap into consumers' real needs and wants. Hill backs his argument with new technology such as biofeedback and facial coding to measure and record consumers' true sensory responses to products and advertisements, providing a framework for developing marketing initiatives that elicit the optimal emotional response.

From the Inside Flap  
Many marketers assume that consumers are rational beings who choose products based on their perceived benefits. However, new research shows that much of the decision-making process happens subconsciously, based on the consumers' emotional and sensory responses to a product. In fact, consumers make gut decisions about products and rationalize their choices later, whether they know it or not. In *Body of Truth*, Dan Hill, PhD, explodes the rational approach to marketing and market research, using the latest findings on human cognition and communication to help marketers tap into consumers' real needs and wants. Hill backs his argument with new technology such as biofeedback and facial coding to measure and record consumers' true sensory responses to products and advertisements, providing a framework for developing marketing initiatives that elicit the optimal emotional response. *Body of Truth* offers a new methodology that more accurately measures consumer desire and helps marketers use that data to craft more compelling and resonating brand stories. It transforms complex scientific concepts into actionable principles that marketers can immediately implement, and presents real-world examples of leading companies that have found powerful ways to communicate with consumers. In order to build a truly effective marketing relationship, companies must learn to communicate with consumers on the deepest levels possible—physical, sensory, and emotional. Hill shows marketers how to use new techniques to craft brand strategies that create emotional attachments between products and the people who buy them, and how to sustain that brand message across every medium. The practical lessons in this book will make any business or agency more effective in reaching, winning over, and holding on to consumers. In today's crowded and homogeneous marketplace, sustainable competitive advantage is more and more a product of how well a company can connect with consumers. By offering effective guidelines for enacting sensory and emotive-based marketing techniques, *Body of Truth* shows marketers and businesses how to develop and sustain a brand strategy that creates deep and lasting customer loyalty.

From the Back Cover  
"Finding out what customers can't or won't say is key to improving the customer experience. Dan Hill's terrific book shows you how to accomplish this challenge."  
—Bernd Schmitt, author, *Customer Experience Management*  
"Hill takes marketers beyond the traditional consumer decision process and shows the importance of experiential branding. Not only does he describe the fundamental process of creating emotional connections with consumers, he gives tons of practical examples to show how to do it."  
—Roger Blackwell, PhD Professor of Marketing, The Ohio State University and coauthor, *Brands That Rock*

"Body of Truth provides the conceptual framework and tools for marketing professionals to use to connect with consumers on an emotional level. Emotions drive behavior and rational thought validates behavior. I can fully endorse this fact based on personal experience with over 3000 research studies. Dan Hill provides the sensory foundation that sets the framework for influencing emotions. If you can influence the senses you can influence emotions and subsequently drive consumer behavior. How does this benefit marketing professionals and ad executives? It provides you consumer insight that will increase the probability that your marketing strategies will impact behavior and ultimately drive revenue for your firm." ndash;Lawrence Denaro Chief Executive Officer, Q2 Brand Intelligence

"Body of Truth contributes a fresh and welcome perspective to the discipline of marketing. Dr. Dan Hill's work will be enjoyed by all intellectually inquisitive professionals who seek to build better relationships with their customers, employees, and channel partners. Synthesizing recent developments from biology and psychology, the book highlights the primary role that sensory-emotive connections play in creating authentic relationships that drive business results. In the end, Hill reminds us that emotions enrich all of the associations that enliven a brand." ndash;Mike Kust Chief Knowledge Officer, Carlson Marketing Group

"Buyers are liars! When it comes to traditional research, what consumers SAY and what they DO are often worlds apart. These revolutionary research techniques help uncover the true behavior behind all the words." ndash;Rob Wallace Managing Partner, Wallace Church Inc. global brand identity strategy and design consultants

About the Author DAN HILL, PhD, is President of Sensory Logic, Inc., a scientific consumer insights firm that specializes in gauging both verbal and nonverbal subconscious reactions to advertising, store environments, and product design, packaging, and presentation. His clients include marketing and brand managers at Target, Goodyear, Nextel, Nationwide Insurance, Toyota, Eli Lilly, Sherwin-Williams, and Capital One.