

Brand Seduction

Daryl Weber

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Daryl Weber : Brand Seduction before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brand Seduction:

3 of 3 people found the following review helpful. A great read that's very insightful By Customer Brand Seduction provides an excellent overview of both cognitive science and brand marketing, and it does so in a readable, humorous, and easy to understand way ndash; no easy task! You donrsquo;t need a background in neuroscience or marketing (I donrsquo;t have either) to get a lot of insights out of this book. It does a great job of marrying theoretical concepts

with well-chosen and insightful case studies. It really has changed the way I think about decision-making. This is one of the best books I've read in a long time, business or otherwise, and I highly recommend it. 0 of 0 people found the following review helpful. I literally laughed out loud numerous times and walked away feeling like I had really internalized a good amount of new ...By Jamie Gordon Marketing science books tend to more often than not be less than engaging and self-congratulatory - relying on case studies and interview excerpts to fill out content.... and I often find myself saying "I could have read the first and last pages of each chapter and learn everything I need to know from this book". In *Brand Seduction*, Daryl Weber defies the norm with a remarkably down to earth and entertaining conversation about the basics of neuroscience in marketing - incorporating knowledge from a wide range of thought leaders and extraordinarily relatable narrative. I literally laughed out loud numerous times and walked away feeling like I had really internalized a good amount of new knowledge. It's a great read and I highly recommend it. As a matter of fact, I got so much out of it that I invited Dan to come speak at the Ad Agency where I am a Strategy Director - and we ordered several copies to pass around. 0 of 0 people found the following review helpful. Fascinating and practical - great read. By RK Great read! This is one of those books that every marketer or even someone simply interested in the field of psychology should read and keep close at hand. As I read it I couldn't help but wonder why the marketing community took so long to leverage the fundamentals of neuroscience and human psychology. The book is easy to read, clear yet full of depth and detail, illuminated by great stories and examples. I found it to be both fascinating and practical. Ultimately, many of us in the advertising community have been trying to gain an understanding of how people feel about our brands by looking in the wrong places. Daryl Weber's book makes the strong case that, as in psychology, it is what is felt and often unsaid that offers the most insight.

In *Brand Seduction*, Daryl reveals the latest psychological and neuroscientific discoveries about how our minds process brand information and make decisions, and the important roles our emotions and unconscious play in our selections. Welcome to the new world of neuromarketing. Through simple language, engaging stories, and real-world examples, *Brand Seduction* shows you how to decode, build, and use these hidden brand fantasies to grow your brand and business. You'll learn: The surprising unconscious side of brands. The biggest myths about consumer psychology. The real role of emotions in building brands. Practical tools to use neuroscience to inspire better marketing. Everyone seems to have a different idea of what brands are, how they work, and how they are built. *Brand Seduction* digs deeper into the nature of brands, how they exist and behave in the mind, and how marketers and business leaders can use this understanding to "seduce" customers and grow their businesses.

"Powerful, profound and beautifully written, *Brand Seduction* raises the bar for every marketer to do work that truly matters. Marketing is far too powerful to be wasted on manipulation." --Seth Godin, author, *All Marketers Are Liars*