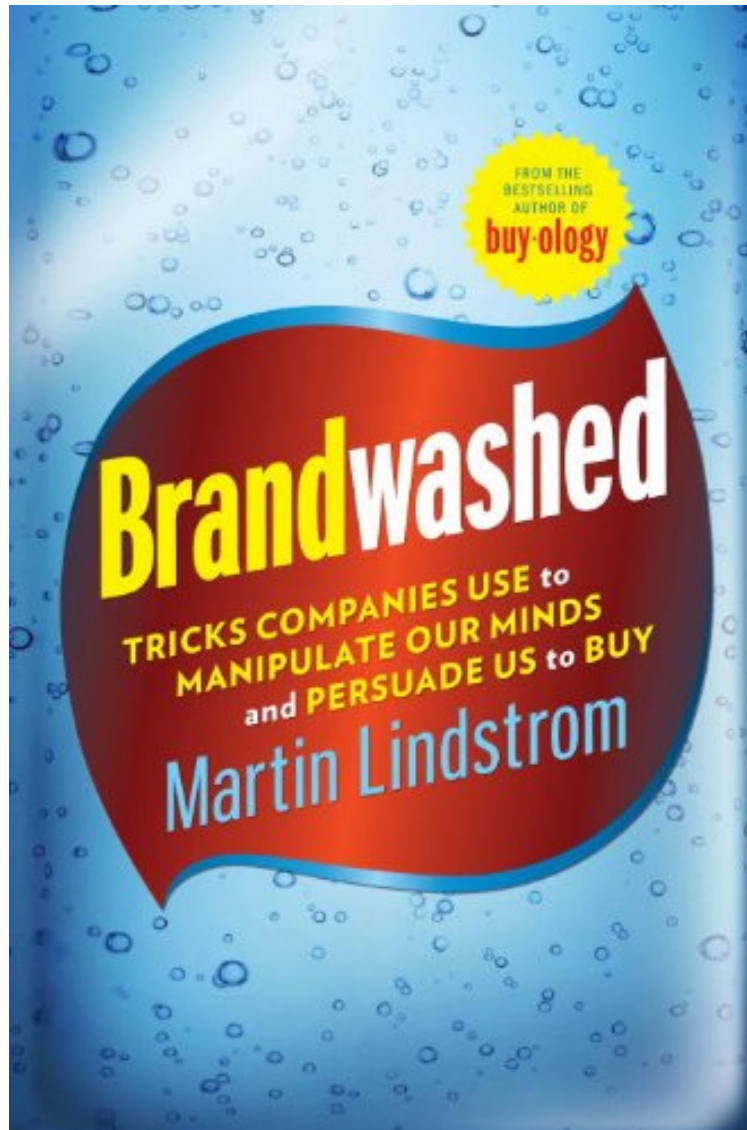


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Brandwashed: Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy

Martin Lindstrom

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Martin Lindstrom : Brandwashed: Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brandwashed: Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy:

0 of 0 people found the following review helpful. Eye-Opening Book for Even the Savviest of Consumers By Cathryn Conroy This is a fascinating tale of how companies brand their products and celebrities brand themselves and how we consumers fall hook, line and sinker for their psychological marketing tricks. Put simply, from the Pepsi we drink to

the Prius we drive, we are brandwashed suckers. And even when you know how the wizard behind the curtain is doing this, you'll still buy your favorite products. Author Martin Lindstrom is branding expert, so the secrets he reveals are sometimes his own. The book is a bit dated--it was published in 2011--but that doesn't matter much. The truths are still the same. (Perhaps even more so!) Find out why you're more likely to buy a perfume with a celebrity name, why you buy "green" products (and why you don't) and why you still buy the toothpaste you used as a child. Find out how companies actually sell HOPE--and we believe it and then buy it and pay a lot for it. Find out how all stores--from clothing to grocery--play carefully programmed music that encourages you to buy more. Find out how credit card companies can tell from the stuff you buy whether you are more or less likely to pay the bill. Find out how companies keep track of your every move--from those ubiquitous loyalty cards to cookies on your computer. (And Lindstrom is writing about what they did in 2009! Imagine how much more sophisticated it is now!) And why do they do this? Simple! To make money--your money that you spend. It's called data mining, and it means that companies know not only how much you make and your education level, but also (are you ready for this?) your motivations behind what you buy. The goal is to predict what you will buy--and then get you to actually do it. A quote from the book: "The typical shopper has no idea how much he or she is being monitored." Indeed. This is an eye-opening book for even the savviest of consumers. 6 of 6 people found the following review helpful. Fantastic read! By Tony I loved the infusion of behavioral economics...given a choice, people behave in a manner consistent with their attitude. So learning the tricks that companies use to shape our attitudes, in an easy-to-read, relatable manner was awesome. Wait, maybe I was manipulated into buying this book! :-)(Worth it, no doubt) 6 of 6 people found the following review helpful. and it's no accident you like certain products By Alr Really changes the way you think about modern advertising and product design, by showing how the folks who are paid to design and market the goods you buy put A LOT of thought into every little aspect, and it's no accident you like certain products, or THINK you like them.

From the bestselling author of Buyology comes a shocking insiders' 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 how advertisers and corporations: Intentionally target children at an alarmingly young age; Stoke the flames of public panic and capitalize on paranoia over global contagions, extreme weather events, and food contamination scares; Are secretly mining our digital footprints to uncover some of the most intimate details of our private lives; Purposely adjust their formulas in order to make their products chemically addictive; And much, much more. This searing expose introduces a new class of tricks, techniques, and seductions--the Hidden Persuaders of the 21st century--and shows why they are more insidious and pervasive than ever.