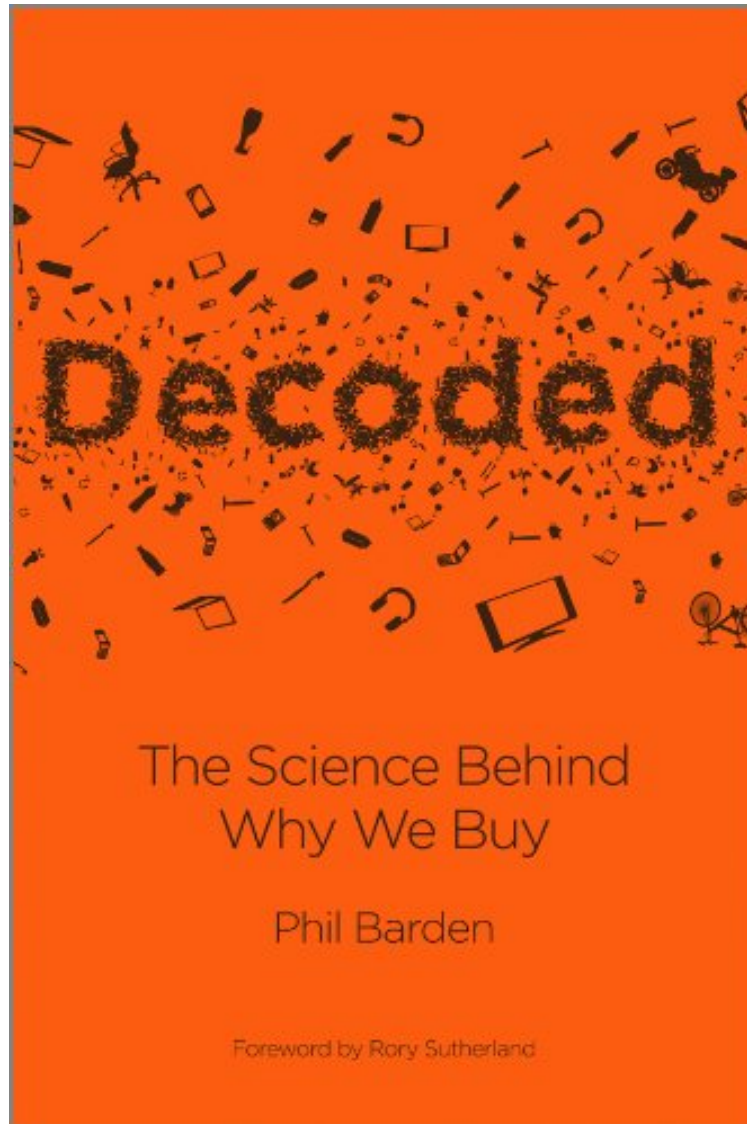


[E-BOOK] Decoded: The Science Behind Why We Buy

## Decoded: The Science Behind Why We Buy

*Phil Barden*

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**Phil Barden : Decoded: The Science Behind Why We Buy** before purchasing it in order to gage whether or not it would be worth my time, and all praised Decoded: The Science Behind Why We Buy:

1 of 1 people found the following review helpful. Decoded is easy to readBy Georgia DonaldsonDecoded is easy to read, uses a practical approach and full of relevant examples. This book is a charm for both marketing students and practising marketing professionals.1 of 2 people found the following review helpful. GreatBy Liviu GhengheaEnjoyed the reading. Some things are new. I like the idea of explicit vs implicit goals. I wonder how they assess this with consumer.1 of 2 people found the following review helpful. Love it.By deheiAmazing must read for all.

In this groundbreaking book Phil Barden reveals what decision science explains about people's purchase behaviour, and specifically demonstrates its value to marketing. He shares the latest research on the motivations behind consumers' choices and what happens in the human brain as buyers make their decisions. He deciphers the 'secret codes' of products, services and brands to explain why people buy them. And finally he shows how to apply this knowledge in day to day marketing to great effect by dramatically improving key factors such as relevance, differentiation and credibility. Shows how the latest insights from the fields of Behavioural Economics, psychology and neuro-economics explain why we buy what we buy Offers a pragmatic framework and guidelines for day-to-day marketing practice on how to employ this knowledge for more effective brand management - from strategy to implementation and NPD. The first book to apply Daniel Kahneman's Nobel Prize-winning work to marketing and advertising Packed with case studies, this is a must-read for marketers, advertising professionals, web designers, RD managers, industrial designers, graphic designers in fact anyone whose role or interest focuses on the 'whys' behind consumer behaviour. Foreword by Rory Sutherland, Executive Creative Director and Vice-Chairman, OgilvyOne London and Vice-Chairman, Ogilvy Group UK Full colour throughout

...he sets out to build the most comprehensive bridge yet between decision science and the day-to-day business of marketing... Decoded shows understanding behaviour is not the enemy of creativity but a springboard to it. Creatives more than anyone need to embrace it - not make it planning or research's responsibility or assume a new video on YouTube renders the hardwiring of our brains irrelevant. Advertising will never be a science but it's more science than most working in it realises' (25th January 2013, <http://mumbrella.com.au>) 'When Phil first introduced me to this new and important understanding it crystallised my fears that the long-standing approach to marketing needed to be fundamentally re-evaluated. In his book, he not only persuasively and cogently argues his case but also shows how we need to think in new ways to maximise our marketing efficiency and effectiveness' - Sean Gogarty, Senior Vice President, Household Care, Unilever 'A perfect mixture of deep ideas from visual and decision neuroscience, and clear pictures of why those ideas matter for marketing' - Colin Camerer, Robert Kirby Professor of Behavioral Economics, Caltech 'A must read for marketing managers who wish to deepen their understanding of the vagaries of the consumer behavior. The difficult subject matter is presented in an accessible, logical and concise manner. I will certainly use this book in my graduate classes' - Leon Zurawicki, Professor of Marketing, University of Massachusetts 'Marketing has, for a long time, been an uneasy tussle between art and science: Decoded gives the discipline a very healthy and eminently accessible push in the direction of the latter. All marketers should read it' - Philip Graves, Author of Consumerology From the Back Cover 'When Phil first introduced me to this new and important understanding it crystallised my fears that the long-standing approach to marketing needed to be fundamentally re-evaluated. In his book, he not only persuasively and cogently argues his case but also shows how we need to think in new ways to maximise our marketing efficiency and effectiveness' - Sean Gogarty, Senior Vice President, Household Care, Unilever 'A perfect mixture of deep ideas from visual and decision neuroscience, and clear pictures of why those ideas matter for marketing' - Colin Camerer, Robert Kirby Professor of Behavioral Economics, Caltech 'Over the last 10 years, there have been many attempts by marketers and their advisors to make sense of the explosion of learnings from cognitive neuroscience. But none is more useful than this: not only is the science explained clearly and precisely but the implications for marketers are made practical and understandable. Decoded is a must-read. Bravo!' - Mark Earls, Author of Herd and 'I'll Have What She's Having' 'At last a book that unlocks the mystery of brand equity written by a man who's worked at the Marketing coal face for over 25 years. Decoded should be compulsory reading for all brand owners. We know, as one of Phil's clients, that his approach is grounded in the reality of managing brands - and it works!' - Chris Barrow, General Manager Marketing, BT plc 'Phil has a way of marrying the art and the science which makes it cutting edge but practical, distinctive but simple; in short any commercial marketer cannot afford to miss this book - it will change the way you approach things forever' - Lysa Hardy, CMO NBTY Europe 'With Decoded Barden gives the power of advertising empirical foundation. A must for agency planners and creatives alike' - Margaret Johnson, Group CEO, Leagas Delaney 'I found this book a real page-turner. Phil Barden has the rare knack of turning scientific experiments and marketing examples into a fascinating story of how human beings really work' - Wendy Gordon, Founding Partner, Acacia Avenue Decoded: reveals the latest science behind why consumers buy what they buy guides the reader pragmatically through the fascinating insights of decision science and the opportunities they provide for more effective marketing clearly demonstrates, through its case studies, the concrete applications of this new understanding to every day marketing 'This is a very good book that does three difficult things: it pulls together a lot of recent academic evidence on consumer behaviour from both neuroscience and behavioural economics; it consistently relates this evidence to practical marketing issues, illustrated with real-world examples; it is extremely readable. I recommend it to all marketers with more than an ounce of intellectual curiosity - and even to those with none, if they don't want to get left behind by these developments' - Patrick Barwise, Emeritus Professor at London Business School, Chairman of Which? and

co-author of *Simply Better* and *Beyond the Familiar* "Our implicit motivations drive most of our decisions and actions every day. Phil Barden understands this, explains it, and clearly demonstrates how to use this new understanding to the benefit of more effective, action driven, marketing" — Phil Chapman, Vice President Chocolate Category, Mondelez "The first practical application of Kahneman's Nobel Prize-winning work to everyday marketing - brilliant!" — Paul Fishlock, Founder of ad agency Behaviour Change Partners