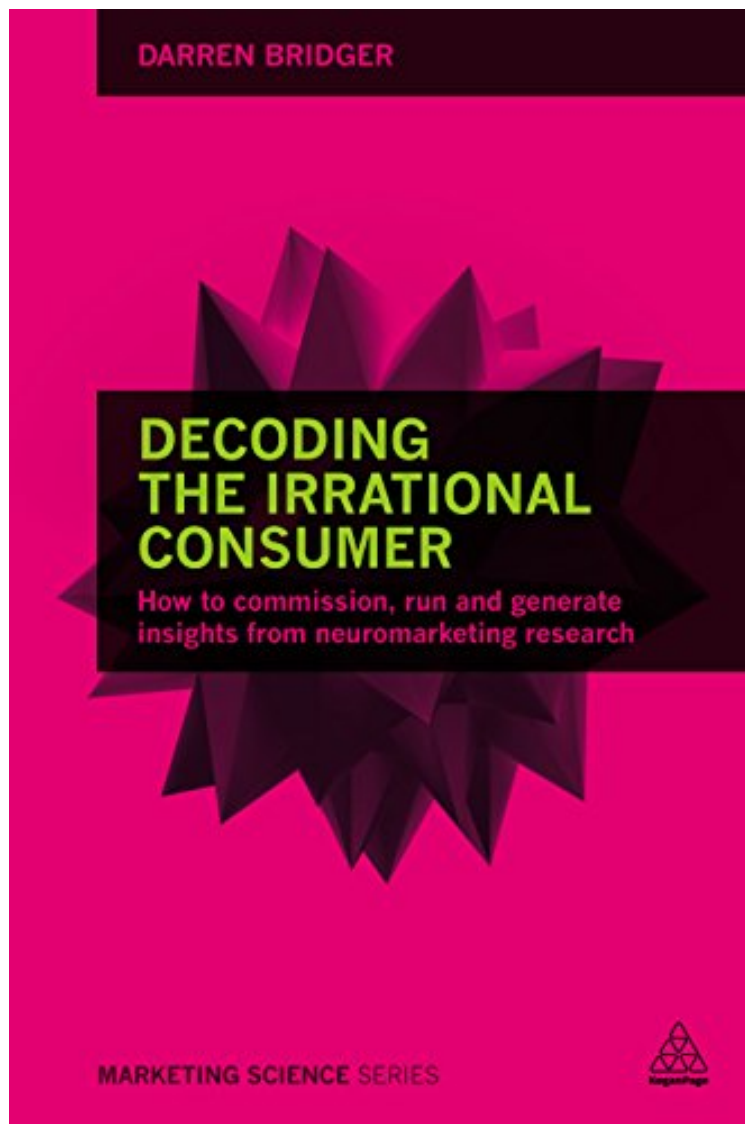


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Decoding the Irrational Consumer: How to Commission, Run and Generate Insights from Neuromarketing Research (Marketing Science)

Darren Bridger

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Darren Bridger : Decoding the Irrational Consumer: How to Commission, Run and Generate Insights from Neuromarketing Research (Marketing Science) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Decoding the Irrational Consumer: How to Commission, Run and Generate Insights from Neuromarketing Research (Marketing Science):

2 of 2 people found the following review helpful. Specialist but excellent
By DarrenIngram_dot_com
We may all like to think that we are rational, predictable and stable, yet science seemingly can and does tell a different tale. This book looks at irrationality in the consumer, giving a glimpse at the developing world of behavioural sciences – a discipline that is taking a foothold in marketing and advertising circles – as well as providing clues as to how this irrationality may be exploited. This is a fascinating subject – something that one does not tire of – perhaps because things are still in a relatively evolutionary and exploratory stage. Many of the old tried and tested marketing techniques are (or should be) no longer relevant. They are being superseded by things such as behavioural economics, eye-tracking and facial coding and this book offers the reader a great explanation and taste of these. This is a book that will be out-of-date relatively quickly because the whole area is changing, yet it provides an excellent ‘line in the sand’ and offers a comprehensive overview of the situation today so you can charge up your knowledge and be ready for this brave, exciting new world. Our decision-making processes are not as linear and as planned as we had been led to believe. Elements of irrationality or attraction can short circuit that process, planting the seed of interest which then takes us onto the traditional linear journey. There may be commonality in many areas of initial attraction, yet it is not a secret sauce in itself whereby you discover that a certain colour is attractive and therefore by using just that colour you are guaranteeing success. You may aid the process along, yet it can be a more irrational, personal interaction that sets the ball rolling. This book manages to straddle several stools at once; it can provide a great introduction for the total newcomer to the subject as well as providing an essential reference resource to the more involved professional or academic. Looking through the table of contents, you might be forgiven for thinking you’ve stumbled over a PhD-level obscure textbook (neuroaesthetics, pupillometry and cognitive interviewing to pick up just a few terms) yet the book clearly and effortlessly provides an overview, offers a great explanation and leaves you wanting to know more about this fascinating subject because you are just so intrigued (and not left lacking by the book). You can sense the author’s enthusiasm for this subject and one hopes that he is working on a more detailed, in-depth companion book covering this subject. If you are in any way involved in marketing, advertising or any promotional activities then you should strongly consider this book. Even a civilian could find it an interesting read, yet you may find it hard to game the system and put up a defence!

0 of 0 people found the following review helpful. a powerful guide for marketing professionals
By Henk-Jan van der Klis
Darren Bridger looks at a number of the recent theories and ideas underpinning how marketers, ad creators, designers and neuroscientists use neuromarketing data. Most people do not accurately self-report their motivations. Rather than taking rational decisions their emotions, feelings and past experiences cause their brains to take short cuts. The industry requires new market research tools. All major international companies trying to understand consumer behaviour include some understanding of the nonconscious, intuitive consumer. Decoding the Irrational Consumer offers a revamped toolbox consisting elements from neuro-aesthetics (insights from neuroscience on what we find beautiful, pleasurable or attractive and why), behavioural economics (studies how people make decisions about value), implicit response measures (computer-based online tests), facial action coding (common expressions across cultures), biometrics (bodily metrics like heart rate and skin conductance), eye-tracking, EEG, fMRI, and SST (to measure brain activity while performing tasks or answering questions), and prediction markets (removing noise in the responses of individuals by aggregating the group response as a whole). While the book may become obsolete within a decade due to the fast developments in the forementioned academic research fields, Decoding the Irrational Consumer is a powerful guide for industry professionals. Clear and concise writing style, packed with illustrations and interesting facts.

Decoding the Irrational Consumer was written to help marketing practitioners demystify neuromarketing, a relatively new field of marketing research used to understand consumer response to marketing stimuli. This book presents in plain terms the key theoretical tools required to implement neuromarketing studies and achieve desired research outcomes. Marketers and researchers will learn how to effectively and confidently brief data processors, and confer with neuroscientists and technicians. They will gain keen understanding of recent developments in behavioural science and data-processing technology, as well as sophisticated neuromarketing tools used to understand subconscious responses including behavioural economics, eye-tracking, implicit response measures, and facial coding. The author discusses when to apply these techniques and others, how to combine them effectively and how to correctly interpret resulting data to generate valuable insights that aid in decision making. About the series: The Marketing Science series makes difficult topics accessible to marketing students and practitioners by grounding them in business reality. Each book is written by an expert in the field and includes case studies and illustrations enabling marketers to gain confidence in applying the tools and techniques and in commissioning external research.

"A must read for any company or individual who wants to understand the potential of this new approach to marketing and retailing. Packed with interesting facts and ideas, it provides a first-class introduction to a complex and often misunderstood and miss sold technology. Well researched and referenced it combines academic rigour with an easy to

understand style that will appeal to a wide readership."