

(Free) Gestalt Psychology for Marketing and Leadership: Influence customer perceptions and make your advertising more memorable (Management Marketing Book 7)

## **Gestalt Psychology for Marketing and Leadership: Influence customer perceptions and make your advertising more memorable (Management Marketing Book 7)**

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customer perceptions and make your advertising more memorable (Management Marketing Book 7):

Influence customer perceptions and make your advertising more memorable! This book is a practical and accessible guide to understanding and implementing Gestalt psychology, providing you with the essential information and saving time. In 50 minutes you will be able to:

- Understand the basic principles of Gestalt psychology and what they reveal about the functioning of the human brain
- Learn how you can use this theory as a psychology-based tool in marketing and management practices
- Identify each of the Gestalt laws and recognize how you can apply them to target customers more effectively, change their perceptions of products and influence their buying behavior

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