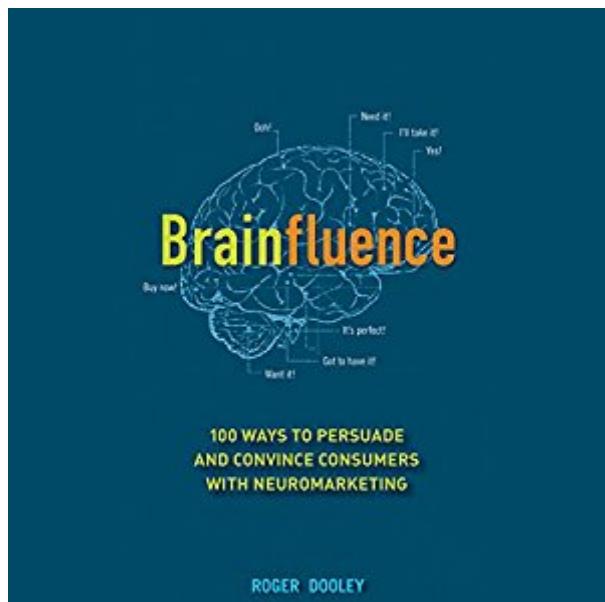


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# Brainfluence: 100 Ways To Persuade And Convince Consumers With Neuromarketing



## **Synopsis**

Practical techniques for applying neuroscience and behavior research to attract new customers. Brainfluence explains how to practically apply neuroscience and behavior technology and behavior research to better market to consumers by understanding their decision patterns. This application, called neuromarketing, studies the way the brain responds to various cognitive and sensory marketing stimuli. Analysts use this to measure a consumer's preference, what a customer reacts to, and why consumers make certain decisions. With quick and easy takeaways offered in 60 short chapters, this book contains key strategies for targeting consumers through in-person sales, online and print ads, and other marketing mediums. This scientific approach to marketing has helped many well-known brands and companies determine how to best market their products to different demographics and consumer groups. Discover ways for brands and products to form emotional bonds with customers. Find ideas for small businesses and non-profits. Roger Dooley is the creator and publisher of Neuromarketing, the most popular blog on using brain and behavior research in marketing, advertising, and sales. Brainfluence delivers the latest insights and research, and will give you an edge in your marketing, advertising, and sales efforts.

## **Book Information**

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## **Customer Reviews**

It's really repetitive. The formula for each lesson is usually theory + anecdote. It ends off making the book seem shallow, as if it's trying to get each lesson over with. Often times, Dooley references the same examples (especially the wine example), which also makes the book feel rushed. For all of my negative talk, some examples are actually great. The section on selling to cheap(er) people was

golden. The steps were: 1. Make the price a bargain. 2. Avoid repeated pain points. (AKA don't make them pay multiple times for every little thing) 3. Create product bundles. (one easy price) 4. Appeal to important needs. 5. Offer instant gratification. (to satisfy their wants)Overall, I think that Dooley tackles way too many things in this book, when he could've approached

Fascinating read on how our brain is influenced by sales and marketing. It tells you the "why" and the "how" of what our brain likes when it comes to being "tricked" into enjoying something. Really great read for anyone who works in sales, marketing, or advertising.

I own a wedding photography business and decided to invest in this book, because it got me curious. Money well worth spent!!! It's not only interesting and fascinating to learn more about our own - and our clients - mind, but the way the book is sectioned up, it's easy to take a chapter and implement it. It's definitely a keeper on my bookshelf and I already know that I will be reading this book over and over in the future.

If marketing had a book that served as a reference that execs must use to illuminate a strategy, this is it!This is a must have for anybody in marketing or sales. Even if you're not in business, you should own this book to understand how neuroscience can be used to influence human behavior. We all sell and market something everyday: ourselves, our ideas, our projects. Wouldn't life be better if you knew what to do, how, and why? You have enough information already to make a decision, so just buy the book already!

I think this book is very easy for students to read. I am using it as a supplement in a Consumer Behavior course.

This helps to change your way of thinking when it comes to different marketing techniques.

Excellent information..... learn the unexpected from this author. We can understand ourselves and others better by following this author.

I like this book. it really breaks down purchasing cycles. it is a good book for anyone interested in getting into marketing

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