



Brandwashed

By Martin Lindstrom

Random House LCC US Sep 2011, 2011. Taschenbuch. Book Condition: Neu. 233x156x25 mm. Neuware - Foreword by Morgan Spurlock From the bestselling author of Buyology comes a shocking insider's 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: - New findings that reveal how advertisers and marketers intentionally target children at an alarmingly young age - starting when they are still in the womb! - Shocking results of an fMRI study which uncovered what heterosexual men really think about when they see sexually provocative advertising (hint: it isn't their girlfriends). - How marketers and retailers stoke the flames of public panic and capitalize on paranoia over global contagions,...



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