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BRAND SEDUCTION: HOW NEUROSCIENCE CAN HELP MARKETERS BUILD MEMORABLE BRANDS (PAPERBACK)



Career Press, United States, 2016. Paperback Condition: New. Language: English . Brand New Book For many marketing professionals, science is a four-letter word. They see brand-building as an unteachable art guided by their intuition and experience. But at its core, marketing aims to seed ideas into people s minds, make them feel a certain way, and, ultimately, get them to act. In Brand Seduction, Daryl reveals the latest psychological and neuroscientific discoveries about how our minds process brand information and...

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- Authored by Daryl Weber
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