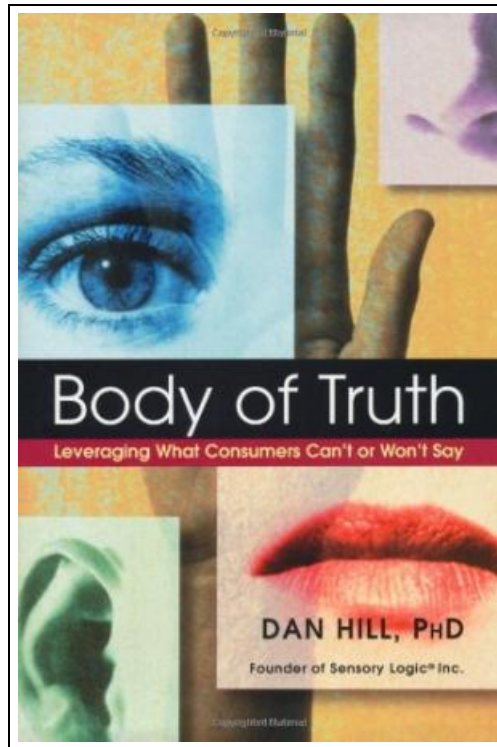


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Reviews

It is one of my personal favorite publications. Indeed, it is actually performed, still an amazing and interesting literature. It has been printed in an exceptionally easy way which is merely soon after I finished reading this book where it really altered me, changing the way I believe.
(Neal Homenick IV)

BODY OF TRUTH: LEVERAGING WHAT CONSUMERS CAN T OR WON T SAY (HARDBACK)



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John Wiley and Sons Ltd, United States, 2003. Hardback. Condition: New. Language: English . Brand New Book. In Body of Truth, Dan Hill, PhD, explores the rational approach to marketing and market research, using the latest findings on human cognition and communication to help marketers tap into consumers real needs and wants. Hill backs his argument with new technology such as biofeedback and facial coding to measure and record consumers true sensory responses to products and advertisements, providing a framework for developing marketing initiatives that elicit the optimal emotional response.

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