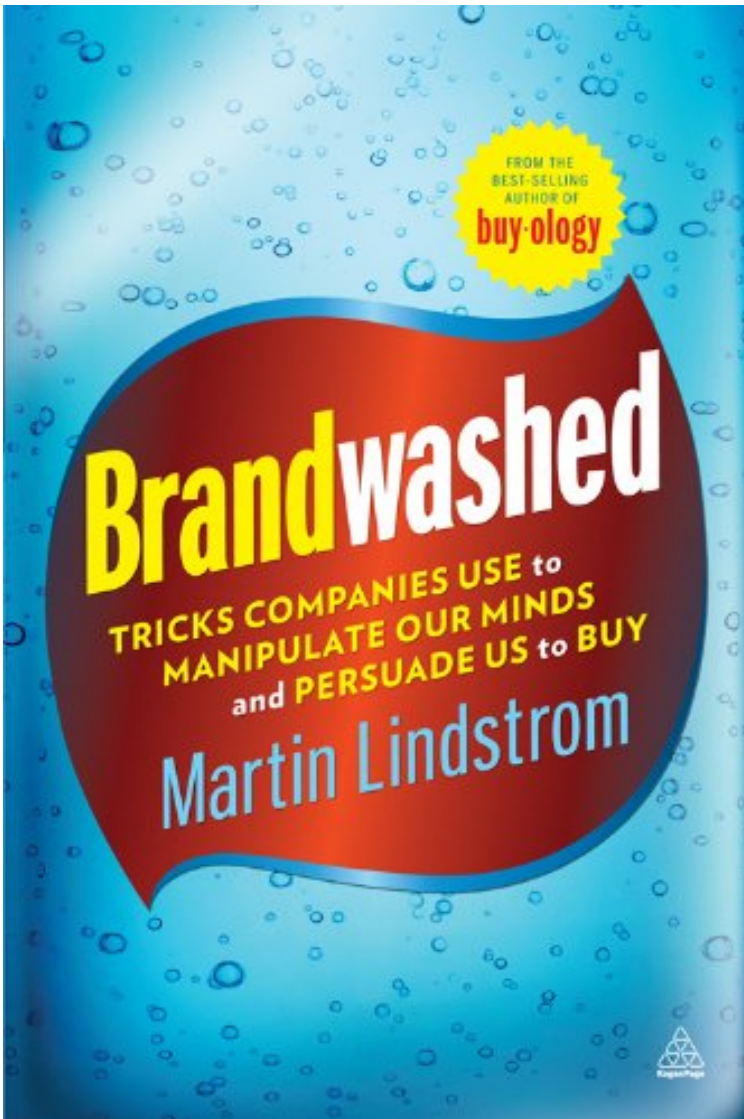


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Brandwashed: Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy



Par Martin Lindstrom
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Description :

Prsentation de l'diteurMarketing visionary Martin Lindstrom has been on the front lines of the branding wars for over twenty years. In Brandwashed, 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 money. Brandwashed is 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. Lindstrom reveals eye opening details such as : how advertisers and marketers target children at an alarmingly young age - starting when they are still in the womb, what heterosexual men really think about when they see sexually provocative advertising, how marketers and retailers stoke the flames of public panic and capitalize on paranoia over diseases, extreme weather events, and food contamination scares, the first ever evidence proving how addicted we all are to our iPhones and our Blackberrys, and how certain companies, like the maker of one popular lip balm, purposely adjust their formulas in order to make their products chemically addictive, and much, much more.

Revue de presse "I've only read two business books from cover to cover in the last five years: Buyology and Brandwashed. It is no coincidence that Martin Lindstrom is the author of both of those books. Brandwashed is smart, thought-provoking, and laugh out loud funny." -Steven Levitt, Professor of Economics at the University of Chicago and bestselling author of Freakonomics -If you buy products, you need to read this book. It's really that simple.- Tom Rath, New York Times Bestselling author of StrengthFinder 2.0 and How Full is Your Bucket "If you want to learn to cut through marketers' phoney health and wellness claims and make smarter decisions - about both your body and your money - you need to read this eye-opening book." -Dr Oz, bestselling author of YOU: The Owner's Manual health series. Parents of small children who read this book will cringe (while lunging for the power button on the computer). Savvy marketers will take notes.-Fortune "A fascinating read. ...Given just how marketing-saturated our culture has gotten, Lindstrom's book argues convincingly that no one should view himself or herself as a rational actor. It's worth thinking about the next time you walk out of Best Buy in a daze, having no idea what the heck you just spent \$600 on.-The Boston Globe. I am fascinated and empowered by Martin's work, both as a business woman and as an individual consumer trying to buy smarter! Martin has changed the way I view brands and consumer behaviors. Very enlightening!" -Tyra Banks "A crucial bridge between the unconscious mind, the brand that's marketing to you, and the impulse to buy...it's a wake-up call that you can't afford to ignore!" -- Jean Chatzky, bestselling author of Money 911, Financial Editor NBC Today I can't think of a better tour guide to take us into the black box that is brand marketing. I'll never look at my favorite brands the same way again!- Bill Tancer, bestselling author of Click: What Millions do Online and Why it Matters. Martin Lindstrom makes the point that marketing today is about connecting with the consumers emotionally in order for them to participate in the brand. Surely he received some of his inspiration from Priceline.com and the negotiator. I found his book insightful and informative. -- William Shatner

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