

## Brand Sense Sensory Secrets Behind The Stuff We Buy

"Eye-opening...memorable...Rosenblum's enthusiasm is contagious and his prose accessible." —Kirkus Reviews In this revealing romp through the mysteries of human perception, University of California psychologist Lawrence D. Rosenblum explores the astonishing abilities of the five senses—skills of which most of us are unaware. Drawing on groundbreaking insights into the brain's plasticity and integrative powers, Rosenblum examines how our brains use the subtlest information to perceive the world. A blind person, for example, can "see" through bat-like echolocation, wine connoisseurs can actually taste the vintage of an obscure wine, and pheromones can signal a lover's compatibility. Bringing us into the world of a blind detective, a sound engineer, a former supermodel, and other unforgettable characters, Rosenblum not only illuminates the science behind our sensory abilities but also demonstrates how awareness of these abilities can enhance their power.

Praise and Reviews "This is a must read book... Lindstrom provides fascinating stories taking you into the mental and emotional life of this new generation..." - Philip Kotler, S C Johnson & Sons Distinguished Professor of International Marketing, Northwestern University, Kellogg School of Management "BRANDchild will be a valuable addition to our industry's literature." - Lester Wunderman, Chairman Emeritus and founder of Wunderman Cato Johnson "Lindstrom's fascinating tour-de-force may have you staying awake for 60 hours in order to mine the kids-focused marketing wisdom." - Stann Rapp, MRM Partners Worldwide and co-founder of Rapp Collins Tweens (8- to 14-year-olds) are an increasingly powerful and smart consumer group that spent \$300 billion across the globe last year and influenced another \$350 billion spend through their parents. Based on the world's most extensive study of tween attitudes and behaviours, and now available in paperback, BRANDchild is the first book to look in-depth at the phenomena behind global kids and their relationships with brands. Conducted by Millward Brown, the leading global market research agency, the BRANDchild survey involved several thousand kids from more than 70 cities in 14 countries (throughout Europe, Asia, the United States and South America). Several renowned experts share their unique views on kids' trends and fascinating marketing techniques. Packed with practical advice on how to create kids' brands, including more than 50 previously unpublished case studies, BRANDchild proposes innovative ways of marketing to this young audience.

From childhood we are told that humans have five senses: hearing, sight, smell, taste and touch. But your school teachers were wrong. All of us have at least thirty-two senses - and our survival depends on them. In Super Senses, award-winning science journalist Emma Young explores our surprisingly rich sensory lives. She discovers why the main function of our ears isn't for hearing; how we can find taste receptors in places other than our tongues; how improving your sense of smell might increase your enjoyment of sex; why the semi-nomadic Himba people can't distinguish between blue and green but Russians can see two shades of blue; and how touch can confuse the way your brain registers pain. She also delves into the 'new' senses - including balance and internal-sensing - without which you'd be dead within minutes. And by exploring the lives of people with sensory over-sensitivity to those who feel no emotion at all, Young shows that our senses don't simply inform us, they form us.

Traversing cutting-edge research and drawing on the experiences at the extremes of the sensitivity spectrums, as well as stories from history and anthropology, Super Senses takes readers on a journey that will make them see themselves, and the world around them, through entirely fresh eyes.

Martin Lindstrom, a modern-day Sherlock Holmes, harnesses the power of “small data” in his quest to discover the next big thing. Hired by the world's leading brands to find out what makes their customers tick, Martin Lindstrom spends 300 nights a year in strangers' homes, carefully observing every detail in order to uncover their hidden desires, and, ultimately, the clues to a multi-million dollar product. Lindstrom connects the dots in this globetrotting narrative that will enthrall enterprising marketers, as well as anyone with a curiosity about the endless variations of human behavior. You'll learn...

- How a noise reduction headset at 35,000 feet led to the creation of Pepsi's new trademarked signature sound.
- How a worn down sneaker discovered in the home of an 11-year-old German boy led to LEGO's incredible turnaround.
- How a magnet found on a fridge in Siberia resulted in a U.S. supermarket revolution.
- How a toy stuffed bear in a girl's bedroom helped revolutionize a fashion retailer's 1,000 stores in 20 different countries.
- How an ordinary bracelet helped Jenny Craig increase customer loyalty by 159% in less than a year.
- How the ergonomic layout of a car dashboard led to the redesign of the Roomba vacuum.

Neuromarketing For Dummies

The Secrets of Emotionally Effective Advertising

Brand Sense

The Hundred Secret Senses

Romancing the Brand

Creating a Brand Identity: A Guide for Designers

Simplify

**One day Sophie comes home from school to find two questions in her mail: "Who are you?" and "Where does the world come from?" Before she knows it she is enrolled in a correspondence course with a mysterious philosopher. Thus begins Jostein Gaarder's unique novel, which is not only a mystery, but also a complete and entertaining history of philosophy. Once advertising was all about being 'on-message' and getting talking points right. But breakthroughs in brain science have confirmed what we all know but don't often admit to in business: people are primarily emotional decision-makers. From podcasting, blogs and forums to interactive ads in stations, the heart of the matter is now the consumer's experience as opposed to the company's marketing message. About Face shows how 21st century advertising can realize success by being 'on-emotion' first and foremost. Using data from eye tracking and facial coding to analyse consumer responses, About Face demonstrates exactly which advertising strategies are successful and why. Moving beyond the old Ps of product, price, place and promotion, Dan Hill outlines ten rules for emotionally effective advertising including simplicity, familiarity, relevancy and believability. Emotions rule decision making. About Face shows you that by focussing on the three new Ps of passion, purpose and personality, your**

**campaigns can become more effective and emotionally engaging, taking you closer to the consumer.**

**This book provides evidence-based answers to the key questions asked by marketers every day. Tackling issues such as how brands grow, how advertising really works, what price promotions really do and how loyalty programs really affect loyalty, How Brands Grow presents decades of research in a style that is written for marketing professionals to grow their brands.**

**In this 'Very Short Introduction' Robert Jones discusses the rising omnipresence of brands, and analyses how they work their magic. He considers the incredible potency of brands as a commercial, social, and cultural force, and looks at the many different kinds of brands that exist - from products, services, and artistic properties, to companies, charities, sports clubs, and political parties. Defining what we mean by the word 'brand', he explores both the positive and negative aspects of brands. Finally Jones considers the business of branding, and asks whether the idea of brands and branding is starting to decline, or whether it has a long future ahead.**

**Balance**

**Concepts, Frameworks and Consumer Insights**

**The Science of Your 32 Senses and How to Use Them**

**How the Best Businesses in the World Succeed**

**Truth and Lies About Why We Buy**

**What the Secrets of the Brain Reveal About Getting It Right When You Have To**

**The Name of this Book Is Secret**

**A book for anyone who works with children, including parents, educators, and therapists. Explains the importance of using all of the senses to develop foundational skills necessary for growing, learning, decision-making, and communication. Written in an easy-to-understand style with examples, ideas, and strategies to enhance learning and promote positive behavior. Includes a Foundational Skills Inventory to use as an assessment tool.**

**Although vital to our well-being and even to our success as a species, the physical sense of balance has never attained the same recognition as sight, hearing, touch, smell, or taste. Now, with an epidemic of debilitating falls sweeping America's aging population, the time is ripe for a lively and illuminating tour of the human body's most exquisitely intricate and least understood faculty.**

**Balance is the first book written for a general audience that examines the mysteries of the human balance system -- the astonishingly complicated mechanisms that allow our bodies to counteract the force of gravity as we move through space. A scientific, historical, and practical exploration of how balance works, Balance also provides the keys to remaining upright for as long as humanly possible. From simple motion sickness to**

astronauts' "space stupids," and from fetal somersaults to the Flying Wallendas, McCredie guides readers on a delightful quest to elevate balance to its rightful place in the pantheon of the senses. The "wisest and most captivating novel" (Boston Globe) from the author of the bestselling *The Valley of Amazement* and the new memoir *Where the Past Begins* Set in San Francisco and in a remote village of Southwestern China, Amy Tan's *The Hundred Secret Senses* is a tale of American assumptions shaken by Chinese ghosts and broadened with hope. In 1962, five-year-old Olivia meets the half-sister she never knew existed, eighteen-year-old Kwan from China, who sees ghosts with her "yin eyes." Decades later, Olivia describes her complicated relationship with her sister and her failing marriage, as Kwan reveals her story, sweeping the reader into the splendor and violence of mid-nineteenth century China. With her characteristic wisdom, grace, and humor, Tan conjures up a story of the inheritance of love, its secrets and senses, its illusions and truths.

*Emotional Branding* is the best selling revolutionary business book that has created a movement in branding circles by shifting the focus from products to people. The "10 Commandments of Emotional Branding" have become a new benchmark for marketing and creative professionals, emotional branding has become a coined term by many top industry experts to express the new dynamic that exists now between brands and people. The emergence of social media, consumer empowerment and interaction were all clearly predicted in this book 10 years ago around the new concept of a consumer democracy. In this updated edition, Marc Gobé covers how social media helped elect Barack Obama to the White House, how the idea behind Twitter is transforming our civilization, and why new generations are re-inventing business, commerce, and management as we know it by leveraging the power of the web. In studying the role of women as "shoppers in chief," and defining the need to look at the marketplace by recognizing differences in origins, cultures, and choices, *Emotional Branding* foresaw the break up of mass media to more targeted and culturally sensitive modes of communications. As the first marketing book ever to study the role of the LGBTQ community as powerful influencers for many brands, *Emotional Branding* opened the door to a renewed sensitivity toward traditional research that privilege individuality and the power of the margins to be at the center of any marketing strategy. A whole segment in the book looks at the role of the senses in branding and design. The opportunity that exists in understanding how we feel about a brand determines how much we want to buy. By exploring the 5 senses, *Emotional Branding* shows how some brands have built up their businesses by engaging in a sensory interaction with

**their consumers. Emotional Branding explores how effective consumer interaction needs to be about senses and feelings, emotions and sentiments. Not unlike the Greek culture that used philosophy, poetry, music, and the art of discussion and debate to stimulate the imagination, the concept of emotional branding establishes the forum in which people can convene and push the limits of their creativity. Through poetry the Greeks invented mathematics, the basis of science, sculpture, and drama. Unless we focus on humanizing the branding process we will lose the powerful emotional connection people have with brands. Critics hailed Emotional Branding as a breakthrough and a fresh approach to building brands. Design in this book is considered a new media, the web a place where people will share information and communicate, architecture a part of the brand building process, and people as the most powerful element of any branding strategy. Most importantly, it emphasizes the need to transcend the traditional language of marketing--from one based on statistics and data to a visually compelling new form of communication that fosters creativity and innovation. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.**

**How to Build Powerful Brands Through Touch, Taste, Smell, Sight & Sound**

**An Introduction to the Philosophy of Education,  
Brandwashed**

**Choke**

**In Search of the Lost Sense**

**An Essential Guide for the Whole Branding Team**

**The New Paradigm for Connecting Brands to People**

As ever, the onus is on brands to find compelling ways to earn the attention of the consumer. Yet content scarcity has given way to overload, fixed channels have dissolved into fluid networks, and audiences have become participants in consumer-driven conversations. This shift requires a new course of action for brands; it demands new marketing imperatives. Paid Attention is a guide to modern advertising ideas: what they are, why they are evolving and how to have them. Spanning communication theory, neuroscience, creativity and innovation, media history, branding and emerging technologies, it explores the strategic creation process and how to package ideas to attract the most attention in the advertising industry. Packed with real-world examples of advertising campaigns for companies including Sony, Red Bull, HP and many more, Paid Attention provides a robust model for influencing human behaviour.

Referencing a wide body of theory and praxis, from behavioural economics and sociology to technology and even science fiction, Faris Yakob maps advertising onto a wider analysis of culture. Containing practical advertising and branding templates, including a new advertising planning toolkit, it is ideal for students and practitioners looking to get noticed in today's cluttered marketplace. Online resources include additional toolkits with advice, techniques and best practice on brand behaviour, new ideas and effective communication.

Every day, thousands of passionate developers come up with new startup ideas but lack the branding know-how to make them thrive. If you count yourself among them, Lean Branding is here to help. This practical toolkit helps you build your own robust, dynamic brands that generate conversion. You'll find over 100 DIY branding tactics and inspiring case studies, and step-by-step instructions for building and measuring 25 essential brand strategy ingredients, from logo design to demo-day pitches, using The Lean Startup methodology's Build-Measure-Learn loop. Learn exactly what a brand is—and what it isn't Build a minimal set of brand ingredients that are viable in the marketplace: brand story, brand symbols, and brand strategy Measure your brand ingredients by using meaningful metrics to see if they meet your conversion goals Pivot your brand ingredients in new directions based on what you've learned—by optimizing rather than trashing Focus specifically on brand story, symbols, or strategy by following the Build-Measure-Learn chapters that apply

If You Understand Brain Basics, You'll Sell More As much as 95% of our decisions are made by the subconscious mind. As a result, the world's largest and most sophisticated companies are applying the latest advances in neuroscience to create brands, products, package designs, marketing campaigns, store environments, and much more, that are designed to appeal directly and powerfully to our brains. The Buying Brain offers an in-depth exploration of how cutting-edge neuroscience is having an impact on how we make, buy, sell, and enjoy everything, and also probes deeper questions on how this new knowledge can enhance customers' lives. The Buying Brain gives you the key to • Brain-friendly product concepts, design, prototypes, and formulation • Highly effective packaging, pricing, advertising, and in-store marketing • Building stronger brands that attract deeper consumer loyalty A highly readable guide to some of today's most amazing scientific findings, The Buying Brain is your guide to the ultimate business frontier - the human brain.

A shocking insider's look at how global giants conspire to obscure the truth and manipulate our minds. 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, extreme weather events, and food contamination scares. The first ever neuroscientific evidence proving how addicted we all are to our iPhones and our Blackberry's (and the shocking reality of cell phone addiction - it can be harder to shake than addictions to drugs and alcohol). How companies of all stripes are secretly mining our digital footprints to uncover some of the most intimate details of our private lives, then using that information to target us with ads and offers 'perfectly tailored' to our psychological profiles. How certain companies, like the maker of one popular lip balm, purposely adjust their formulas in order to make their products chemically addictive. What a 3-month long guerrilla marketing experiment, conducted specifically for this book, tells us about the most powerful hidden persuader of them all. And much, much more.

This searing expose introduces a new class of tricks, techniques, and seductions - the Hidden Persuaders of the 21st century- and shows why they are more insidious and pervasive than ever.

The Tiny Clues That Uncover Huge Trends

The Empire of the Senses

Sensory Marketing Aspects

The Number-one Strategy of High-performance Brands : a Whiteboard Overview

Branding: a Very Short Introduction

A Novel

Buyology

Explains the brain science behind why some people "choke" under pressure, examining how attention and working memory guide human performance; how experience, practice, and brain development interact; and how these interconnected elements react to stress.

An award-winning creative director best known for her role in the "I Love New York" campaign recalls what it was like to be in advertising on Madison Avenue in the 1960s and 1970s, sharing anecdotal insight into period office culture, sexuality and challenges faced by working women. By the co-author of How To Advertise. 75,000 first printing.

One of the most fundamental capacities of language is the ability to express what speakers see, hear, feel, taste, and smell. Sensory Linguistics is the interdisciplinary study of how language relates to the senses. This book deals with such foundational questions as: Which semiotic strategies do speakers use to express sensory perceptions? Which perceptions are easier to encode and which are "ineffable"? And what are appropriate methods for studying the sensory aspects of linguistics? After a broad overview of the field, a detailed quantitative corpus-based study of English sensory adjectives and their metaphorical uses is presented. This analysis calls age-old ideas into question, such as the idea that the use of perceptual metaphors is governed by a cognitively motivated "hierarchy of the senses". Besides making theoretical contributions to cognitive linguistics, this research monograph showcases new empirical methods for studying lexical semantics using contemporary statistical methods.

Creating a brand identity is a fascinating and complex challenge for the graphic designer. It requires practical design skills and creative drive as well as an understanding of marketing and consumer behaviour. This practical handbook is a comprehensive introduction to this multifaceted process. Exercises and examples highlight the key activities undertaken by designers to create a successful brand identity, including defining the audience, analyzing competitors, creating mood boards, naming brands, designing logos, presenting to clients, rebranding and launching the new identity. Case studies throughout the book are illustrated with brand identities from around the world, including a diverse range of industries – digital media, fashion, advertising, product design, packaging, retail and more.

Remarkable Insights into the Minds of Today's Global Kids and Their Relationship with Brands

Research on the Sensuality of Products

Free Your Company's Future from the Pull of the Past  
Priming, Expectations, Crossmodal Correspondences and More  
The Last Thing He Told Me  
The Buying Brain  
Perfume

Experience Marketing examines a new and exciting concept this is of interest to academics and marketing practitioners who have come to realize that understanding how consumers experience brands, and how to provide appealing brand experiences for them, is critical for differentiating their offerings in a competitive marketplace. Understanding consumer experiences is a core task for consumer research, but consumer and marketing research on experience is still emerging. Experience Marketing reviews and discusses experience research conducted in various disciplines and in sub-disciplines of marketing. The author begins with an exploration of the experience concept itself. What do we mean by "experience"? What are consumer experiences? How are they different from other established constructs in our field? Next, this monograph reviews the key concepts of Experience marketing and provides empirical research findings that shed light on consumer insights on experiences. It also examines the strategic management and marketing literature on customer experience and the practical frameworks for managing experiences. Finally, it explores an exciting emerging area of research-the interface of consumer experience and happiness.

The definitive book on sensory branding, shows how companies appeal to consumers' five senses to sell products. Did you know that the gratifying smell that accompanies the purchase of a new automobile actually comes from a factory-installed aerosol can containing "new car" aroma? Or that Kellogg's trademarked "crunch" is generated in sound laboratories? Or that the distinctive click of a just-opened jar of Nescafé freeze-dried coffee, as well as the aroma of the crystals, has been developed in factories over the past decades? Or that many adolescents recognize a pair of Abercrombie & Fitch jeans not by their look or cut but by their fragrance? In perhaps the most creative and authoritative book on how our senses affect our everyday purchasing decisions, global branding guru Martin Lindstrom reveals how the world's most successful companies and products integrate touch, taste, smell, sight, and sound with startling and sometimes even

shocking results. In conjunction with renowned research institution Millward Brown, Lindstrom's innovative worldwide study unveils how all of us are slaves to our senses—and how, after reading this book, we'll never be able to see, hear, or touch anything from our running shoes to our own car doors the same way again. An expert on consumer shopping behavior, Lindstrom has helped transform the face of global marketing with more than twenty years of hands-on experience. Firmly grounded in science, and disclosing the secrets of all our favorite brands, Brand Sense shows how we consumers are unwittingly seduced by touch, smell, sound, and more.

What is sensory marketing and why is it interesting and also important? Krishna defines it as "marketing that engages the consumers' senses and affects their behaviors." In this edited book, the authors discuss how sensory aspects of products, i.e., the touch, taste, smell, sound, and look of the products, affect our emotions, memories, perceptions, preferences, choices, and consumption of these products. We see how creating new sensations or merely emphasizing or bringing attention to existing sensations can increase a product's or service's appeal. The book provides an overview of sensory marketing research that has taken place thus far. It should facilitate sensory marketing by practitioners and also can be used for research or in academic classrooms. That gratifying new car smell is actually a manufactured 'new car' aroma. The sound of Kellogg's cornflakes crunching in our mouths is created in sound labs. Singapore Airlines has patented the smell in its cabins. This book shows how all of this, among other things, can be done.

Zag

Experience Marketing

Language, perception and metaphor

Super Senses

Sensory-Directed Flavor Analysis

Democracy and Education

How Everything We Believe About Why We Buy is Wrong

***In an age of me-too products and instant communications, keeping up with the competition is not a winning strategy. Today you have to out-position, outmanoeuvre, and out-design the competition. The new rule? When everybody zigs, zag. In the recent bestseller, The Brand Gap (AIGA/New Riders), Neumeier showed companies how to bridge the distance between business***

strategy and design. In his latest book *Zag*, he illustrates the first big step in building a high-performance brand—radical differentiation.

Today, flavor chemists can generate copious amounts of data in a short time with relatively little effort using automated solid phase micro-extraction, Gerstel-Twister and other extraction techniques in combination with gas chromatographic (GC) analysis. However, more data does not necessarily mean better understanding. In fact, the ability to extract sensory marketing is on the rise. The subconscious, non-rational influences on consumer behavior and perception are studied more and more. The key words for this are priming, expectations, sensation transference, crossmodal correspondences and embodiment. This book provides an overview based on the state-of-the-art scientific research and will explain to you why lemons taste sharp and thus it is better to serve them on an angular plate instead of a round one; social opinions influence product evaluation; you truly judge a book by its cover and that your product must really much its package and name to be successful! ...and much more... This book is recommended to everyone connected to marketing research but will also offer some interesting insights to the layman who can take a look at how products can influence and manipulate your perception of products... Or people who just want prove that lemons are truly fast...

A young woman tells a focus group that Diet Coke is like her boyfriend. A twenty-something tattoos the logo of Turner Classic Movies onto his skin. These consumers aren't just using these brands. They are engaging in a rich, complex, ever-changing relationship, and they'll stay loyal, resisting marketing gimmicks from competitors and influencing others to try the brand they love. How can marketers cultivate and grow the deep relationships that earn this kind of love and drive lasting success for their brands? In *Romancing the Brand*, branding expert Tim Halloran reveals what it takes to make consumers fall in love with your brand. Step by step, he reveals how to start, grow, maintain, and troubleshoot a flourishing relationship between brand and consumer. Along the way, Halloran shares the secrets behind establishing a mutually beneficial "romance." Drawing on exclusive, in-depth interviews with managers of some of the world's most iconic brands, *Romancing the Brand* arms you with an arsenal of classic and emerging marketing tools—such as benefit laddering and word-of-mouth marketing—that make best-in-class brands so successful. The book is filled with examples, strategies, and tools from powerful brands that consumers love, including Coke, Dos Equis, smartwater, the Atlanta Falcons,

*Domino's Pizza, Bounty, Turner Classic Movies, and many more. Ultimately, Romancing the Brand provides marketers with a set of principles for making brands strong, resilient, and beloved—and the insight and confidence to use them.*

*Designing Brand Identity*

*Paid Attention*

*Sensory Marketing*

*Sensory Linguistics*

*Sensory Secrets Behind the Stuff We Buy*

*Mad Women*

**BRAND sense**

"Read this book to learn how to create a company as powerful as Apple."—Guy Kawasaki, former evangelist of Apple  
In *Escape Velocity*, Geoffrey A. Moore, author of the marketing masterwork *Crossing the Chasm*, teaches twenty-first century enterprises how to overcome the pull of the reorient their organizations to meet a new era of competition. The world's leading high-tech business strategist, Moore connects the dots between bold strategies and effective execution, with a plan that elucidates the link between senior executives and every other branch of a company. For fans of Larry Bossidy's *Execution*, Clayton Christensen's *Innovator's Solution*, and Gary Vaynerchuk's *Crush It!*, and for anyone aiming for the pinnacle of business success, *Escape Velocity* is an irreplaceable roadmap to the top.

A San Francisco Chronicle Best Book of the Year  
*The Empire of the Senses* is an enthralling tale of love, duty, and self-discovery. It begins in 1914 when Lev Perlmutter, an assimilated German Jew fighting in World War I, finds unexpected companionship on the Eastern Front; back at home, Josephine embarks on a clandestine affair of her own. A decade later, during the heady, politically charged interwar years in Berlin, their children—one, a nascent Fascist struggling with his sexuality, the other a young woman entranced by the glitz and glamour of the Jazz Age—experience their own romantic awakenings. With a painter's sensibility for the layered images that comprise our lives, this exquisite novel by Alexis Landau marks the emergence of a writer uniquely talented in bringing the past to the present.

NEW YORK TIMES BESTSELLER • "A fascinating look at how consumers perceive logos, ads, commercials, brands, and products."—Time  
How much do we know about why we buy? What influences our decisions in today's message-cluttered world? In *Buyology*, Martin Lindstrom presents the astonishing findings from his groundbreaking three-year, seven-million-dollar neuromarketing study—a cutting-edge experiment that peered inside the brains of 2,000 volunteers from all over the world as they encountered various ads, logos, commercials, brands, and products. His startling findings shatter much of what we have long believed about what captures our interest—and drives us to buy. Among the questions he explores: • Does sex actually sell? • Does subliminal advertising still work? • Can "cool" brands trigger our mating instincts? • Can our other senses—smell, touch, and sound—be aroused when we see a product? *Buyology* is a fascinating and shocking journey into the mind of today's consumer that will captivate anyone who's been seduced—or turned off—by marketing's relentless attempts to win our loyalty, our money, and our minds.

John Dewey's *Democracy and Education* addresses the challenge of providing quality public education in a democratic society. In this classic work Dewey calls for the complete renewal of public education, arguing for the fusion of vocational and contemplative studies in education and for the necessity of universal education for the advancement of self and society. First published in 1916, *Democracy and Education* is regarded as the seminal work on public education by one of the most important philosophers of the century.

A Novel About the History of Philosophy

How Brands Create Strong, Intimate Relationships with Consumers

Sensory Secrets

BrandChild

Sophie's World

Escape Velocity

The Other Side of Life on Madison Avenue in the '60s and Beyond

In perhaps the most creative and authoritative book on sensory branding ever written, international business legend Martin Lindstrom reveals what the world's most successful branding companies do differently -- integrating touch, taste, smell, sight, and sound -- with startling and measurable results. Based on the largest study ever conducted on how our five senses affect the creation of brands, BRAND sense explains Martin Lindstrom's innovative six-step program for bringing brand building into the twenty-first century. The study, covering over a dozen countries worldwide, was conducted exclusively for this book by Millward Brown, one of the largest business research institutions in the world. Drawing on countless examples of both product creation and retail experience, Lindstrom shows how to establish a marketing approach that appeals to all the senses, not simply the conventional reliance on sight and sound. Research shows that a full 75 percent of our emotions are in fact generated by what we smell, and the author explains how to capitalize on that insight. Included are innovative tools for evaluating a brand's place on the sensory scale, analyzing its future sensory potential, and enhancing its appeal to reach the broadest base of consumers. Lindstrom lists the top twenty brands for the future based on their sensory awareness. (The top three? Singapore Airlines, Apple, and Disney.) Among the book's many fascinating factual highlights are the following: That gratifying new-car smell that accompanies the purchase of a new car is actually a factory-installed aerosol can containing "new-car" aroma. Kellogg's trademarked crunchy sound and feel of eating cornflakes was created in sound labs and patented in the same way that the company owns its recipe and logo. Singapore Airlines has patented a scent that is part of every female flight attendant's perfume, as well as blended into the hot towels served before takeoff, and which generally permeates their entire fleet of airplanes. Starbucks' sensory uniqueness is far less strongly associated with the smell and taste of coffee than with the interior design of its cafés and its green and white logo. Hailed as the "World's Brand Futurist" by the BBC, Martin Lindstrom is one of the world's top entrepreneurial visionaries, who has changed the face of global marketing with twenty years of hands-on experience as an advertising CEO and adviser to Fortune 500 companies. Firmly steeped in scientific evidence and featuring sensory secrets of the most successful brand names, BRAND sense reveals how to transform marketing strategies into positive business results that no brand builder can afford to ignore.

Most anti-smoking campaigns inadvertently encourage people to smoke. The scent of melons helps sell electronic products. Subliminal advertising may have been banned, but it's being used all the time. Product placement in films rarely works. Many multi-million pound advertising campaigns are a complete waste of time. These are just a few of the findings of Martin Lindstrom's

groundbreaking study of what really makes consumers tick. Convinced that there is a gulf between what we believe influences us and what actually does, he set up a highly ambitious research project that employed the very latest in brain-scanning technology and called on the services of some 2000 volunteers. Buyology shares the fruits of this research, revealing for the first time what actually goes on inside our heads when we see an advertisement, hear a marketing slogan, taste two rival brands of drink, or watch a programme sponsored by a major company. The conclusions are both startling and groundbreaking, showing the extent to which we deceive ourselves when we think we are making considered decisions, and revealing factors as varied as childhood memories and religious belief that come together to influence our decisions and shape our tastes.

The instant #1 New York Times bestselling mystery and Reese Witherspoon Book Club pick that's captivated more than two million readers about a woman searching for the truth about her husband's disappearance...at any cost. "A fast-moving, heartfelt thriller about the sacrifices we make for the people we love most." —Real Simple Before Owen Michaels disappears, he smuggles a note to his beloved wife of one year: Protect her. Despite her confusion and fear, Hannah Hall knows exactly to whom the note refers—Owen's sixteen-year-old daughter, Bailey. Bailey, who lost her mother tragically as a child. Bailey, who wants absolutely nothing to do with her new stepmother. As Hannah's increasingly desperate calls to Owen go unanswered, as the FBI arrests Owen's boss, as a US marshal and federal agents arrive at her Sausalito home unannounced, Hannah quickly realizes her husband isn't who he said he was. And that Bailey just may hold the key to figuring out Owen's true identity—and why he really disappeared. Hannah and Bailey set out to discover the truth. But as they start putting together the pieces of Owen's past, they soon realize they're also building a new future—one neither of them could have anticipated. With its breakneck pacing, dizzying plot twists, and evocative family drama, *The Last Thing He Told Me* is a riveting mystery, certain to shock you with its final, heartbreaking turn.

An odorless baby found orphaned in a Paris gutter in 1738 grows to become a monster obsessed with his perfect sense of smell and a desire to capture, by any means, the ultimate scent that will make him human. Reader's Guide available. Reprint. 20,000 first printing.

Secrets for Selling to the Subconscious Mind

About Face

How Brands Grow

The Story of a Murderer

Small Data

Innovative Advertising for a Digital World

Lean Branding

A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, *Designing Brand Identity, Fourth Edition* offers brand

managers, marketers, and designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case studies showing best practices and world-class Updated to include more than 35 percent new material Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity

Learn how to use neuromarketing and understand the science behind it  
Neuromarketing is a controversial new field where researchers study consumers' brain responses to advertising and media. Neuromarketing and the brain sciences behind it provide new ways to look at the age-old question: why do consumers buy? Neuromarketing For Dummies goes beyond the hype to explain the latest findings in this growing and often misunderstood field, and shows business owners and marketers how neuromarketing really works and how they can use it to their advantage. You'll get a firm grasp on neuromarketing theory and how it is impacting research in advertising, in-store and online shopping, product and package design, and much more. Topics include: How neuromarketing works Insights from the latest neuromarketing research How to apply neuromarketing strategies to any level of advertising or marketing, on any budget Practical techniques to help your customers develop bonds with your products and services The ethics of neuromarketing Neuromarketing for Dummies demystifies the topic for business owners, students, and marketers and offers practical ways it can be incorporated into your existing marketing plans. Read the series that's sold more than 2 million copies--if you dare! Warning: this description has not been authorized by Pseudonymous Bosch. As much as he'd love to sing the praises of his book (he is very vain), he wouldn't want you to hear about his brave 11-year old heroes, Cass and Max-Ernest. Or about how a mysterious box of vials, the Symphony of Smells, sends them on the trail of a magician who has vanished under strange (and stinky) circumstances. And he certainly wouldn't want you to know about the hair-raising adventures that follow and the nefarious villains they face. You see, not only is the name of this book secret, the story inside is, too. For it concerns a secret. A Big Secret. For the past 40 years Richard Koch has wanted to uncover the simple, elemental, elegant and parsimonious principles that are needed to create great new businesses. To qualify, a principle must be so overwhelmingly powerful that anyone can reliably use it towards extraordinary results. Is there any principle that can tell you how to do that consistently and with a high chance of success? Working with venture capitalist Greg Lockwood, his co-author on SUPERCONNECT, and supported by research from the elite firm of OC&C Strategy Consultants, Koch has the answer. The principle Koch and Lockwood have discovered behind extraordinarily successful businesses is simplifying. Some simplify on price - take Ryanair's budget flights which still take you from A to B, but so cheaply that nearly everyone can afford them, multiplying the size of their market - and some simplify on proposition, such as Apple's decision to cut down on the number of their product lines and focus on perfecting only a few devices. With case studies of famous companies in all different industries from finance to fast food, the authors show how anyone can analyse their business's potential to become a simplifier, and which route they should take to maximise the impact.

What Marketers Don't Know

Emotional Branding

See What I'm Saying: The Extraordinary Powers of Our Five Senses

How to Jump-start Learning in Children

Creating Dynamic Brands to Generate Conversion