

The Choice Factory 25 Behavioural Biases That Influence What We Buy

Learn how to use neuromarketing and understand the sciencebehind it Neuromarketing is a controversial new field whereresearchers study consumers' brain responses toadvertising and media. Neuromarketing and the brain sciencesbehind it provide new ways to look at the age-oldquestion: why do consumers buy? NeuromarketingFor Dummies goes beyond the hype to explain thelatest findings in this growing and oftenmisunderstood field, and shows business owners andmarketers how neuromarketing really works and how theycan use it to their advantage. You'll get a firm grasp onneuromarketing theory and how it is impacting researchin advertising, in-store and online shopping,product and package design, and much more. Topicsinclude: How neuromarketing works Insights from the latest neuromarketing research How to apply neuromarketing strategies to any level ofadvertising or marketing, on any budget Practical techniques to help your customers develop bonds withyour products and services The ethics of neuromarketing Neuromarketing for Dummies demystifies the topic forbusiness owners, students, and marketers and offers practical waysit can be incorporated into your existing marketing plans.

Respected advertising insider, Adam Ferrier, reveals techniques used by some of the best-known brands across the globe. These are grounded in psychological theory with award winning real world examples and explore most effective way to change behaviour is through action rather than conventional advertising practices (emotional or rational persuasion).

Before you can influence decisions, you need to understand what drives them. In The Choice Factory, Richard Shotton sets out to help you learn. By observing a typical day of decision-making, from trivial food choices to significant work-place moves, he investigates how our behaviour is shaped by psychological shortcuts. With a clear focus on the marketing potential of knowing what makes us tick, Shotton has drawn on evidence from academia, real-life ad campaigns and his own original research. The Choice Factory is written in an entertaining and highly-accessible format, with 25 short chapters, each addressing a cognitive bias and outlining simple ways to apply it to your own marketing challenges. Supporting his discussion, Shotton adds insights from new interviews with some of the smartest thinkers in advertising, including Rory Sutherland, Lucy Jameson and Mark Earls. From priming to the pratfall effect, charm pricing to the curse of knowledge, the science of behavioural economics has never been easier to apply to marketing. The Choice Factory is the new advertising essential.

In this groundbreaking book Phil Barden reveals what decision science explains about people's purchase behaviour, and specifically demonstrates its value to marketing. He shares the latest research on the motivations behind consumers' choices and what happens in the human brain as buyers make their decisions. He deciphers the 'secret codes' of products, services and brands to explain why people buy them. And finally he shows how to apply this knowledge in day to day marketing to great effect by dramatically improving key factors such as relevance, differentiation and credibility. Shows how the latest insights from the fields of Behavioural Economics, psychology and neuro-economics explain why we buy what we buy Offers a pragmatic framework and guidelines for day-to-day marketing practice on how to employ this knowledge for more effective brand management - from strategy to implementation and NPD. The first book to apply Daniel Kahneman's Nobel Prize-winning work to marketing and advertising Packed with case studies, this is a must-read for marketers, advertising professionals, web designers, R&D managers, industrial designers, graphic designers in fact anyone whose role or interest focuses on the 'why' behind consumer behaviour. Foreword by Rory Sutherland, Executive Creative Director and Vice-Chairman, OgilvyOne London and Vice-Chairman,Ogilvy Group UK Full colour throughout

The Advertising Effect

The Anatomy of Humbug

Impulse

Seducing the Subconscious

100 Ways to Persuade and Convince Consumers with Neuromarketing

Paid Attention

The Surprising Power of Ideas That Don't Make Sense

Andrei Tarkovsky died in a Paris hospital in 1986, aged just 54. An internationally acclaimed icon of the film industry, the legacy Tarkovsky left for his fans included Andrei Rublev, Stalker, Nostalgia and a host of other brilliant works. In the Soviet Union, however, Tarkovsky was a persona non grata. Longing to be accepted in his homeland, Tarkovsky distanced himself from all forms of political and social engagement, yet endured one fiasco after another in his relations with the Soviet regime. The Soviet authorities regarded the law-abiding, ideologically moderate Tarkovsky as an outsider and a nuisance, due to his impenetrable personal nature. The documentary novel A Life on the Cross provides a unique insight into the life of Andrej Tarkovsky, the infamous film director and a man whose life was by no means free of unedifying behaviour and errors of judgement. Lyudmila Boyadzhieva sets out to reveal his innate talent, and explain why the cost of such talent can sometimes be life itself.

To be brilliant, you have to be irrational Why Is Red Bull so popular - even though everyone hates the taste? Why do countdown boards on platforms take away the pain of train delays? And why do we prefer stripy toothpaste? We think we are rational creatures. Economics and business rely on the assumption that we make logical decisions based on evidence. But we aren't, and we don't. In many crucial areas of our lives, reason plays a vanishingly small part. Instead we are driven by unconscious desires, which is why placebos are so powerful. We are drawn to the beautiful, the extravagant and - even lavish wedding invitations to tiny bottles of the latest fragrance. So if you want to influence people's choices you have to bypass reason. The best ideas don't make rational sense- they make you feelmore than they make you think. Rory Sutherland is the Ogilvy advertising legend whose TED Talks have been viewed nearly 7 million times. In his first book he blends cutting-edge behavioural science, jaw-dropping stories and a touch of branding magic, on his mission to turn us all into idea alchemists.

Practical techniques for applying neuroscience and behavior research to attract new customers Brainfluence explains how to practically apply neuroscience and behavior research to better market to consumers by understanding their decision patterns. This application, called neuromarketing, studies the way the brain responds to various cognitive and sensory marketing stimuli. Analysts use this to measure a consumer's preference, what a customer reacts to, and why consumers make certain decisions. With quick and easy takeaways offered in 60 short chapters, this book contains key strategies for targeting consumers through in-person sales, online and print ads, and other marketing mediums. This scientific approach to marketing has helped many well-known brands and companies determine how to best market their products to different demographics and consumer groups. Brainfluence offers short, easy-to-digest ideas that can be accessed in any order. Discover ways for brands and products to form emotional bonds with customers

Includes ideas for small businesses and non-profits Roger Dooley is the creator and publisher of NeuroMarketing, the most popular blog on using brain and behavior research in marketing, advertising, and sales Brainfluence delivers the latest insights and research, giving you an edge in your marketing, advertising, and sales efforts.

Minimal Illusions investigates a wide range of fascinating psychological effects in the way we think, judge and remember in our everyday lives. At the beginning of each chapter, leading researchers in the field introduce the background to phenomena such as illusions of control, overconfidence and hindsight bias. This is followed by an explanation of the experimental context in which these illusions can be investigated and a theoretical discussion drawing conclusions about the wider implications of these fallacy and bias effects. Written with researchers and instructors in mind, this tightly edited, reader-friendly text provides both an overview of research in the area and many lively pedagogic features such as chapter summaries, further reading lists and suggestions for classroom demonstrations.

The Psychology of Emotional Influence in Advertising

The Psychology of Online Persuasion

Neuromarketing For Dummies

The Last Mile

The Hidden Forces That Shape Our Decisions

Cognitive Illusions

On Missing Socks, Pickup Lines, and Other Existential Puzzles

Advertising is a ubiquitous and powerful force, seducing us into buying wanted and sometimes unwanted products and services, donating to charitable causes, voting for political candidates, and changing our health-related lifestyles for better or worse. The impact of advertising is often subtle and implicit, but sometimes blatant and impossible to overlook. This revised and fully updated new edition of The Psychology of Advertising offers a comprehensive and state-of-the-art overview of the psychological findings on the impact of advertising, and discusses the research in the context of recent developments in the fields of social and consumer psychology. Key questions covered in the volume include: What impact does advertising have on consumer behavior? What causes this impact? What are the psychological processes responsible for the effectiveness of advertising? How do consumers make sense of advertising messages? Which messages "get across" successfully and when, and why? How do new online and digital technologies affect consumer judgement and choice? Engagingly written, and including a comprehensive glossary of frequently used concepts, The Psychology of Advertising is a unique and invaluable resource for advanced undergraduate and graduate students, and for researchers and lecturers in social psychology, marketing, and communications. It is also a valuable guide for professionals working in advertising, public health, public services and political communication.

Scores of talented and dedicated people serve the forensic science community, performing vitally important work. However, they are often constrained by lack of adequate resources, sound policies, and national support. It is clear that change and advancements, both systematic and scientific, are needed in a number of forensic science disciplines to ensure the reliability of work, establish enforceable standards, and promote best practices with consistent application. Strengthening Forensic Science in the United States: A Path Forward provides a detailed plan for addressing these needs and suggests the creation of a new government entity, the National Institute of Forensic Science, to establish and enforce standards within the forensic science community. The benefits of improving and regulating the forensic science disciplines are clear: assisting law enforcement officials, enhancing homeland security, and reducing the risk of wrongful conviction and exoneraton. Strengthening Forensic Science in the United States gives a full account of what is needed to advance the forensic science disciplines, including upgrading of systems and organizational structures, better training, widespread adoption of uniform and enforceable best practices, and mandatory certification and accreditation programs. While this book provides an essential call-to-action for congress and policy makers, it also serves as a vital tool for law enforcement agencies, criminal prosecutors and attorneys, and forensic science educators.

With a foreword by Richard Thaler, winner of the Nobel Prize in Economics! New Updated Edition, 2019. Dr David Halperin, behavioural scientist and head of the government's Behavioural Insights Team, or Nudge Unit, invites you inside the unconventional, multi-million pound saving initiative that makes a big difference through influencing small, simple changes in our behaviour. Using the application of psychology to the challenges we face in the world today, the Nudge Unit is pushing us in the right direction. This is their story.

As legions of businesses scramble to set up virtual-shop, we face an unprecedented level of competition to win over and keep new customers online. At the forefront of this battleground is your ability to connect with your customers, nurture your relationships and understand the psychology behind what makes them click. In this book The Web Psychologist, Nathalie Nahai, expertly draws from the worlds of psychology, neuroscience and behavioural economics to bring you the latest developments, cutting edge techniques and fascinating insights that will lead to online success. Webs of influence delivers the tools you need to develop a compelling, influential and profitable online strategy which will catapult your business to the next level - with dazzling results.

Eat Your Greens

66 ways to screw it up

An Introduction to Community-Based Social Marketing

A Handbook on Fallacies and Biases in Thinking, Judgement and Memory

The Choice Factory

How small changes can make a big difference

Nudge management

Most organizations spend much of their effort on the start of the value creation process: namely, creating a strategy, developing new products or services, and analyzing the market. They pay a lot less attention to the end: the crucial “last mile” where consumers come to their website, store, or sales representatives and make a choice. In The Last Mile, Dilip Soman shows how to use insights from behavioral science in order to close that gap. Beginning with an introduction to the last mile problem and the concept of choice architecture, the book takes a deep dive into the psychology of choice, money, and time. It explains how to construct behavioral experiments and understand the data on preferences that they provide. Finally, it provides a range of practical tools with which to overcome common last mile difficulties. The Last Mile helps lay readers not only to understand behavioral science, but to apply its lessons to their own organizations’ last mile problems, whether they work in business, government, or the nonprofit sector. Appealing to anyone who was fascinated by Dan Ariely’s Predictably Irrational, Richard Thaler and Cass Sunstein’s Nudge, or Daniel Kahneman’s Thinking, Fast and Slow but was not sure how those insights could be practically applied, The Last Mile is full of solid, concrete advice on how to put the lessons of behavioral science to work.

‘A brilliant advertising copywriter and a great team leader. His ideas are equally applicable to writing a novel, making a film, launching a product, managing a football team, instituting life changes and any activity you can imagine. Genius’ - Sunday Times Life is a zero-sum game. Drawing on Eastern and Western philosophy, and colourful characters from Picasso and Socrates to Warren Beatty, this book represents a lifetime of wisdom learned at the creative cutting edge. Predatory Thinking is a masterclass in how to outwit the competition, in ordinary life as well as in business. It is the philosophy that has underpinned Dave Trotts's distinguished career as a copywriter, creative director, and founder of some of London's most high-profile advertising agencies.

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 Jakob 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.

In the sink or swim world of planners, strategists and their clients, now more than ever, there is a need for a practical handbook to guide us through all the main parts of the process. And thanks to Les Binet and Sarah Carter at Adam&EveDB we now have just that.

Alchemy

Persuasion Equation

Decoded

How to apply behavioural science for business success

The Long and the Short of It

Predictably Irrational

The Subtle Science of Getting Your Way

Our relationship with ads: it's complicated A must-read for anyone intrigued by the role and influence of the ad world, Seducing the Subconscious explores the complexities of our relationship to advertising. Robert Heath uses approaches from expermental psychology and cognitive neuroscience to outline his theory of the subconscious influence of advertising in its audience's lives. In addition to looking at ads' influence on consumers, Heath also addresses how advertising is evolving, noting especially the ethical implications of its development. Supported by current research, Seducing the Subconscious shows us just how strange and complicated our relationship is with the ads we see every day.

For too long marketers have been asking the wrong question. If consumers make decisions unconsciously, why do we persist in asking them directly through traditional marketing research why they do what they do? They simply can't tell us because they don't really know. Before marketers develop strategies, they need to recognize that consumers have strategies too . . .human strategies, not consumer strategies. We need to go beyond asking why, and begin to ask how,behavior change occurs. Here, author DouglasVan Praet takes the most brilliant and revolutionary concepts from cognitive science and applies them to how we market, advertise, and consume in the modern digital age. Van Praet simplifies the most complex object in the known universe - the human brain - into seven codified actionable steps to behavior change. These steps are illustrated using real world examples from advertising, marketing, media and business to consciously unravel what brilliant marketers and ad practitioners have long done intuitively, deconstructing the real story behind some of the greatest marketing and business successes in recent history, such as Nike's "Just Do It" campaign; "Got Milk?"; Wendy's "Where's the Beef?" ;and the infamous Volkswagen "Punch Buggy" launch as well as their beloved "The Force" (Mini Darth Vader) Super Bowl commercial.

Why do we trust some brands more than others? How important is integrity for a brand's survival? How can brand confidence be rebuilt during a crisis? Using both new and classic insights from social psychology, cognitive psychology and neuroscience, Brand Psychology reveals the hidden processes behind why certain brands command our loyalty, trust and - most importantly - disposable income. Reputation management authority Jonathan Gabay takes readers on a tour of the corporate, political, and personal brands whose understanding of consumer psychology has either built or broken them. Suitable for marketing, branding and PR professionals, reputation management specialists and students, Brand Psychology takes examples from e-cigarette legislation, the iPhone 5S's fingerprint ID technology, Barclays' branded bikes and the London 2012 Olympics, Milley Cyrus and the UK National Health Service's big data to reveal how to build a meaningful brand that resonates with the public.

An upbeat cultural evaluation of the sources of illogical decisions explores the reasons why irrational thought often overcomes level-headed practices, offering insight into the structural patterns that cause people to make the same mistakes repeatedly. 150,000 first printing.

A Masterclass in Out-thinking the Competition

Strengthening Forensic Science in the United States

Balancing Short and Long-Term Marketing Strategies

25 behavioural biases that influence what we buy

How Neuroscience Can Empower (and Inspire) Marketing

How to Think Differently About Advertising

Consumer Perceptions, Corporate Reputations

In a nutshell, doesn't so much of business boil down to whether or not you can persuade others around you? Whether it is a customer, a contractor, a board of directors, or your loyal staff, your ability to persuade others toward your point of view is absolutely essential if you are to find success. Merging research and real-world application, Persuasion Equation reveals what really drives decisions and introduces readers to the key formula for developing the invaluable attribute of persuasion--a powerful combination of factors proven to speed agreement. Discover the surprising reasons people say yes, and learn how to! Radiate an aura of expertise! Win trust and leverage credibility! Build a business case that appeals to both heart and mind! Adapt for personality, gender, and generational differences! Perfect the five-step persuasion process! Generate group buy-in! And much more!Whether you're trying to secure a promotion, make a sale, or rally support for a new idea, this indispensable guide holds the key to unlocking within you the power of persuasion.

Psychology is central to an effective understanding of consumption behaviours. The aim of this book is to provide an overall understanding for why people consume certain products and services and how this affects their behaviour and psychological well-being.

The highly acclaimed manual for changing everyday habits—now in an all-new third edition!

How does advertising work? Does it have to attract conscious attention in order to transmit a ‘Unique Selling Proposition’? Or does it insinuate emotional associations into the subconscious mind? Or is it just about being famous... or maybe something else again?

Brainfluence

The Magic of Original Thinking in a World of Mind-Numbing Conformity

Strategic Advertising Management

Punk CX

What Marketers Don't Know

The Dark Art and Curious Science of Creating Magic in Brands, Business, and Life

Innovative Advertising for a Digital World

Ever notice that all watch ads show 10:10 as the time? Or that all fast-food restaurants use red or yellow in their logos? Or that certain stores are always having a sale? You may not be aware of these details, yet they’ve been influencing you all along. Every time you purchase, swipe, or click, marketers are able to more accurately predict your behavior. These days, brands know more about you than you know about yourself. Blindsight is here to change that. With eye-opening science, engaging stories, and fascinating real-world examples, neuroscientist Matt Johnson and marketer Prince Ghuman dive deep into the surprising relationship between brains and brands. In Blindsight, they showcase how marketing taps every aspect of our mental lives, covering the neuroscience of pain and pleasure, emotion and logic, fear and safety, attention and addition, and much more. We like to think of ourselves as independent actors in control of our decisions, but the truth is far more complicated. Blindsight will give you the ability to see the unseeable when it comes to marketing, so that you can consume on your own terms. On the surface, you will learn how the brain works and how brands design for it. But peel back a layer, and you'll find a sharper image of your psychology, reflected in their actions. This book will change the way you view not just branding, but yourself, too.

What if you could use Nobel prize-winning science to predict the choices your customers will make? Customer and user behaviors can seem irrational. Shaped by mental shortcuts and psychological biases, their actions often appear random on the surface. In Choice Hacking, we'll learn to predict these irrational behaviors and apply the science of decision-making to create unforgettable customer experiences. Discover a framework for designing experiences that doesn't just show you what principles to apply, but introduces a new way of thinking about customer behavior. You'll finish Choice Hacking feeling confident and ready to transform your experience with science. In Choice Hacking, you'll discover:
• How to make sure your customer experience is designed for what people do (not what they say they'll do)
• How to increase the odds that customers will make the "right choice" in any environment
• How to design user experiences that drive action and engagement
• How to create retail experiences that persuade and drive brand love
• How brands like Uber, Netflix, Disney, and Starbucks apply these principles in their customer and user experiences
Additional resources included with the book:
• Access to free video Companion Course
• Access to exclusive free resources, tools, examples, and use cases online
Who will benefit from reading Choice Hacking? This book was written for anyone who wants to better understand customer and user decision-making. Whether you're a consultant, strategist, digital marketer, small business owner, writer, user experience designer, student, manager, or organizational leader, you will find immediate value in Choice Hacking. About the Author
Jennifer Clinehens is currently Head of Experience at a major global experience agency. She holds a Master's degree in Brand Management as well as an MBA from Emory University's Goizueta School. Ms. Clinehens has client-side and consulting experience working for brands like AT&T, McDonald's, and Adidas, and she's helped shape customer experiences across the globe. A recognized authority in marketing and customer experience, she is also the author of CX That Sings: An Introduction to Customer Journey Mapping. To learn more about this book or contact the author, please visit ChoiceHacking.com

A comprehensive book covering all areas of integrated marketing communications and combining rigorous empirical research with a wider perspective on the social and cultural aspects of advertising. Percy and Elliott deal with advertising from a strategic rather than simply a descriptive standpoint, starting out with a broad look at what advertising is meant to do and then explaining what it takes to develop effective advertising and promotion. The book contains numerous examples of successful advertising images alongside accompanying commentary to illustrate what goes into making an effective advertisement. Case studies are used to illustrate the application of the various theories discussed and each chapter concludes with a number of empirical exercises and a range of discussion and essay questions.

If you are in business, you are in the business of behaviour – and unless a business influences behaviour, it will not succeed. In the last 50 years we have learnt more about how we behave than over the previous 5,000. This book shows how behavioural science has revolutionised our understanding of how people really think (or don't) – and how we can use those insights in our businesses to influence behaviour and gain competitive advantage. Richard Chataway works for the BVA Nudge Unit, a global consultancy specialising in behavioural change, and has experience in everything from getting people to join the armed forces, drink spirits rather than wine, and buy flatpack furniture – to developing the world's most successful stop-smoking mobile app. Introducing the leading thinkers and practitioners from this new field (and sharing dozens of real-world examples), Richard guides readers through the hidden influences, biases and fallacies that influence the behaviour of customers, employees, and business leaders alike – and shows how we can ethically use these insights to:
• powerfully attract and retain customers
• fuel true and lasting innovation
• stand apart in the new world of increasing automation and artificial intelligence
• change workplaces and maintain happy and productive employees and teams
• and a lot more!
It's time to shape behaviour instead of simply reacting to it. The Behaviour Business is the eye-opening, practical guide you have been waiting for.

Unconscious Branding

Choice Hacking

Fostering Sustainable Behavior

The Science Behind Why We Buy

The Practical Pocket Guide to Account Planning

Inside the Nudge Unit

How Brands Grow

UNMITED EDITORIAL – 7x7 HARDBACK - ORIGINAL CONCEPTemerging in the 1970s, prog rock was often accused of being overly technical, too elaborate, not focused on its audience and often in danger of disappearing as it's own a--!One could argue that the service and experience space is starting to exhibit some of the same characteristics namely it's in danger of becoming overly technical, benchmarked, frameworked, measured, codified, certified, specialized and functionalized etc etc.Punk exploded out of the back of prog rock with it's democratic, DIY, back to basics approach that inspired both a cultural and musical movement and change in mindset. It dared to be different and was OK with the fact that not everyone liked that.So, is it time to consider what a punk rock version of CX would look and feel like, particularly given that many reports suggest that around 70 percent of customer experience projects fail to deliver on their promises? If so, what would that look and feel like.Adrian Swincoe in his new book "Punk CX", tackles some of these questions and shares some key insights and practical takeaways that will allow you harness your inner punk and transform your own customer experience.

Three-time New York Times bestselling author Dan Ariely teams up with legendary The New Yorker cartoonist William Haefeli to present an expanded, illustrated collection of his immensely popular/Wall Street Journal advice column, “Ask Ariely”. Behavioral economist Dan Ariely revolutionized the way we think about ourselves, our minds, and our actions in his books Predictably Irrational, The Upside of Irrationality, and The Honest Truth about Dishonesty. Ariely applies this scientific analysis of the human condition in his “Ask Ariely” Q & A column in the Wall Street Journal, in which he responds to readers who write in with personal conundrums ranging from the serious to the curious: What can you do to stay calm when you’re playing the volatile stock market? What’s the best way to get someone to stop smoking? How can you maximize the return on your investment at an all-you-can-eat buffet? Is it possible to put a price on the human soul? Can you ever rationally justify spending thousands of dollars on a Rolex? In Ask Ariely, a broad variety of economic, ethical, and emotional dilemmas are explored and addressed through text and images. Using their trademark insight and wit, Ariely and Haefeli help us reflect on how we can reason our way through external and internal challenges. Readers will laugh, learn, and most importantly gain a new perspective on how to deal with the inevitable problems that plague our daily life.

How can we sell more, to more people, and for more money? The marketing world is awash with myths, misconceptions, dubious metrics and tactics that bear little relation to our actual buying behaviour.

Impulse explores what people do despite knowing better, along with snap decisions that occasionally enrich their lives. This eye-opening account looks at two kinds of thinking—one slow and reflective, the other fast but prone to error—and shows how our mental tracks switch from the first to the second, leading to impulsive behavior.

A Life on the Cross

How to use psychology and behavioral science to create an experience that sings

The Psychology of Advertising

Consumer Psychology

Blindsight

Webs of Influence

Brand Psychology

HOW DOES MAGIC HAPPEN? The Ogilvy advertising legend—one of the leading minds in the world of branding” (NPR)—explores the art and science of conjuring irresistible products and ideas. “Sutherland, the legendary Vice Chairman of Ogilvy, uses his decades of experience to dissect human spending behavior in an insanely entertaining way. Alchemy combines scientific research with hilarious stories and case studies of campaigns for AmEx, Microsoft and the like. This is a must-read.” —Entrepreneur (“Best Books of the Year”) Why is Red Bull so popular, though everyone—everyone!—hates the taste? Humans are, in a word, irrational, basing decisions as much on subtle external signals (that little blue can) as on objective qualities (flavor, price, quality). The surrounding world, meanwhile, is irreducibly complex and random. This means future success can't be projected on any accounting spreadsheet. To strike gold, you must master the dark art and curious science of conjuring irresistible ideas: alchemy. Based on thirty years of field work inside the largest experiment in human behavior ever conceived—the forever-unfolding pageant of consumer capitalism—Alchemy, the revolutionary book by Ogilvy advertising legend Rory Sutherland, whose TED talks have been viewed nearly seven million times, decodes human behavior. blending leading-edge scientific research, absurdly entertaining storytelling, deep psychological insight, and practical case studies from his storied career working on campaigns for AmEx, Microsoft, and others. Heralded as ‘one of the leading minds in the world of branding’ by NPR and “the don of modern advertising” by The Times, Sutherland is a

unique thought leader, as comfortable exchanging ideas with Nobel Prize winners Daniel Kahneman and Richard Thaler (both interviewed in these pages) as he is crafting the next product launch. His unconventional and relentlessly curious approach has led him to discover that the most compelling secrets to human decision-making can be found in surprising places: What can honey bees teach us about creating a sustainable business? How could budget airlines show us how to market a healthcare system? Why is it better to be vaguely right than precisely wrong? What might soccer penalty kicks teach us about the dangers of risk-aversion? Better branding." Sutherland reveals, can also be employed not just to sell products, but to promote a variety of social aims, like getting people to pay taxes, improving public health outcomes, or encouraging more women to pursue careers in tech. Equally startling and profound, Sutherland's journey through the strange world of decision making is filled with astonishing lessons for all aspects of life and business.

'A breakthrough book. Wonderfully applicable to everything in life, and funny as hell.' Nassim Nicholas Taleb Why is Red Bull so popular – even though everyone hates the taste? Why do countdown boards on platforms take away the pain of train delays? And why do we prefer stripy toothpaste? Discover the alchemy behind original thinking, as TED Talk superstar and Ogilvy advertising legend Rory Sutherland reveals why abandoning logic and casting aside rationality is the best way to solve any problem. In his first book he blends cutting-edge behavioural science, jaw-dropping stories and a touch of branding magic on his mission to turn us all into idea alchemists. He shows how economists, businesses and governments have got it all wrong: we are not rational creatures who make logical decisions based on evidence. Instead, the big problems we face every day, whether as an individual or in society, could very well be solved by thinking less logically. To be brilliant, you have to be irrational.

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.

The Practical Pocket Guide to Account Planning provides a straightforward, no nonsense approach to understanding what Account Planners do on a daily basis and how they do it. Filled with real world examples, amusing anecdotes, and useful techniques for getting to better insights, The Practical Pocket Guide provides a clear path for how Account Planners can collaborate with Creatives to produce great work that is insightful, engaging, and culturally infectious. In this engaging 2-hour read, you'll learn: the difference between most Account Planning job descriptions and day-to-day realities, critical planning skills, including: concept testing, copy testing, discussion guides, positioning, and the basics of good research, techniques for writing better briefs and ideas for how to lead more engaging briefings, and how to be an ally to Creatives so that together you can sell big, culturally infectious ideas to Clients. Whether you're a Client, a Creative, an Account Manager, or an aspiring Account Planner, this book will help you understand how Planners think and what great Planning can really do.

A Path Forward

Predatory Thinking

How to Change Behaviour

Andrei Tarkovsky

Irrationally Yours

The Thing Which Has No Name

How not to Plan