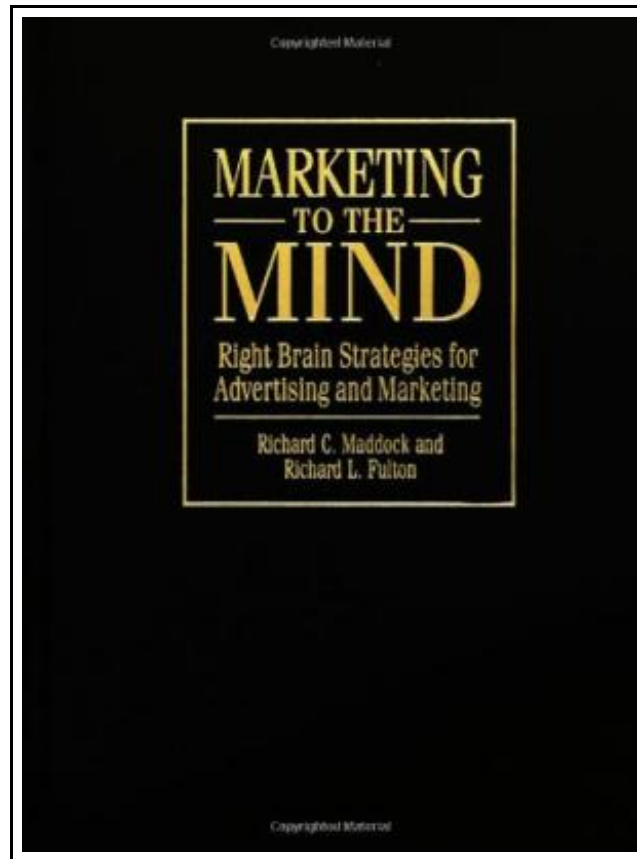


Marketing to the Mind: Right Brain Strategies for Advertising and Marketing (Hardback)



Filesize: 4.09 MB

Reviews



This published publication is fantastic. it had been writtern very perfectly and useful. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Junius Herman)

MARKETING TO THE MIND: RIGHT BRAIN STRATEGIES FOR ADVERTISING AND MARKETING (HARDBACK)



ABC-CLIO, United States, 1996. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Very few books deal with the unconscious mind-the right side of the brain-and how advertising affects and directs it. This one does exactly that. Psychologist Maddock and his co-author Fulton give the readers a clear understanding of how the mind works, based on up-to-date research, and a new way to understand human motivation and behavior. Drawing uniquely from medicine, clinical psychology, and the practice of marketing, they combine insights and principles that will provide advertisers with almost a blueprint for executing creative strategies and developing marketing plans with a better chance of success. In so doing the authors make clear that marketing to the mind is a diagnostic technique, a way to quickly and inexpensively analyze consumer resistance. With concepts, theories, and research clearly laid out, the authors show how the technique can be applied to a variety of products and services. A practical and engrossing book for the advertising and marketing community, and for teachers, consultants, and students too. Maddock and Fulton introduce a third dimension to marketing and a completely new marketing theory based totally upon unconscious motivation. Most marketing theory deals with conscious, rational motivators while the unconscious motivators are overlooked or ignored. Marketers often complain that they cannot get beyond consumers rationalizations. The authors correct this by looking at the right side of the brain-the side of the brain that, according to latest empirical research, has been shown to be heavily involved in the mediation of emotion. Marketing to the Mind introduces a new hierarchy of consumer motives, then shows how they tie into product benefits, how they cause consumers to act, and then how marketers can address them. They validate their approach to the unconscious by offering a...

-  [Read Marketing to the Mind: Right Brain Strategies for Advertising and Marketing \(Hardback\) Online](#)
-  [Download PDF Marketing to the Mind: Right Brain Strategies for Advertising and Marketing \(Hardback\)](#)

Other Books



Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions (Hardback)

Rockport Publishers Inc., United States, 2012. Hardback. Condition: New. Language: English . Brand New Book. Universal Methods of Design is an immensely useful survey of research and design methods used by today s top practitioners,...

[Read Book »](#)



An Early Start for Your Child with Autism: Using Everyday Activities to Help Kids Connect, Communicate, and Learn (Hardback)

Guilford Publications, United States, 2012. Hardback. Condition: New. New. Language: English . Brand New Book ***** Print on Demand *****.Cutting-edge research reveals that parents can play a huge role in helping toddlers and preschoolers with...

[Read Book »](#)



The salvage emotional - to deal with common emotional problems Practical Guide(Chinese Edition)

paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2002-03-01 Pages: 254 Publisher: Beijing Normal University Press title: Salvage emotions -...

[Read Book »](#)



Evidence-Based Psychotherapies for Children and Adolescents, Third Edition (Hardback)

Guilford Publications, United States, 2017. Hardback. Condition: New. 3rd New edition. Language: English . Brand New Book. Widely regarded as the standard reference and text on evidence-based therapies--and now substantially revised--this book has introduced tens...

[Read Book »](#)



Chess Metaphors: Artificial Intelligence and the Human Mind (Hardback)

MIT Press Ltd, United States, 2009. Hardback. Condition: New. Language: English . Brand New Book. How the moves of thirty-two chess pieces over sixty-four squares can help us understand the workings of the mind.When we...

[Read Book »](#)



Freshwater Algae of North America

Elsevier Science 2015-06-26, Amsterdam, 2015. hardback. Condition: New.

[Save eBook »](#)



Shopping Addiction: The Ultimate Guide for How to Overcome Compulsive Buying and Spending (Paperback)

Createspace Independent Publishing Platform, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Discover How To Overcome Your Shopping Addiction For Life! Read on your PC, Mac, smart phone, tablet

[Save eBook »](#)



Lean Six Sigma for Supply Chain Management, Second Edition: The 10-Step Solution Process (Hardback)

McGraw-Hill Education - Europe, United States, 2014. Hardback. Condition: New. 2nd edition. Language: English . Brand New Book. A Proven 10-Step Solution Process to Identify and Solve Supply Chain Problems Using the Latest Lean Methods

[Save eBook »](#)



Disney Princess the Ultimate Guide to the Magical Worlds

Hardback. Condition: New. Not Signed; A beautiful encyclopedia about Disney's Princesses - perfect for any princess. Disney Princess The Ultimate Guide to the Magical Worlds is the complete guide to all your favourite Disney Princesses. Discover

[Save eBook »](#)



Power Up: Transforming Organizations Through Shared Leadership (Hardback)

John Wiley Sons Inc, United States, 1998. Hardback. Condition: New. New. Language: English . Brand New Book. Cohen and Bradford give both leaders and followers the tangible tools they need to create high performance. Their

[Save eBook »](#)