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Decoded: The Science Behind Why We Buy: Barden, Phil P ...

Decoded: The Science behind why we buy Decoded - The Science Behind Why We Buy Why do consumers buy what they buy? Scientific insights from various fields including psychology, neuroscience and behavioural economics unlock the driving forces and underlying mechanisms of human decision-making, and purchase choices in particular.

Decoded: The Science behind why we buy

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Decoded: The Science Behind Why We Buy Phil Barden In this groundbreaking book Phil Barden reveals what decision science explains about people ' s purchase behaviour, and specifically demonstrates its value to marketing.

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Decoded offers a cogent, psychologically-informed and practical approach to making your marketing more psychologically smart. Rather than detracting from its appeal, the fact that Phil Barden is a seasoned marketer – with his own agency (Decode Marketing) – rather than a psychologist, helps. It ' s low on psychobabble and heavy on example; and this will appeal to marketers.

Decoded - The Science Behind Why We Buy [Speed Summary ...

Decoded: The Science Behind Why We Buy looks at previous research into consumer decision making and neuro-marketing which debunking certain myths and offering alternate theory's based on direct experience and latest thinking.

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With over 25 years experience in marketing at Unilever, Diageo and T-Mobile, and 5 years in decision science at Decode Marketing, Phil Barden published his book entitled Decoded: The Science Behind Why We Buy in February 2013, as he decided to share with us his experience of a new mental model of consumer decision making that he acknowledged from the latest research results published in neuroscience (in particular decision and visual neuroscience), social psychology and behavioral economics.

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Decoded: reveals the latest science behind why consumers buy what they buy guides the reader pragmatically through the fascinating insights of decision science and the opportunities they provide for more effective marketing clearly demonstrates, through its case studies, the concrete applications of this new understanding to every day marketing

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Decoded: The Science Behind Why We Buy. Phil P. Barden. Wiley, Jan 10, 2013 - Business & Economics - 280 pages. 0 Reviews. In this groundbreaking book Phil Barden reveals what decision science explains about people ' s purchase behaviour, and specifically demonstrates its value to marketing.

Decoded: The Science Behind Why We Buy - Phil P. Barden ...

Decoded The Science Behind Why We Buy Phil Barden ©2013 by John Wiley & Sons Adapted by permission of John Wiley & Sons ISBN: 978-1118345603 Key Concepts • Consumers ' decision making is based on the equation: net value = reward – pain. People want the most possible rewards for the least amount of pain (cost).

December 3, 2013 Decoded - GCATD

Why do consumers buy what they buy? Decoded provides a journey through fascinating insights from decision science. It is a practitioner's guide showing how to apply this valuable leading edge knowledge on consumer decision-making to our day to day marketing work.

About the Book - Decoded

Explore a preview version of Decoded: The Science Behind Why We Buy right now. O ' Reilly members get unlimited access to live online training experiences, plus books, videos, and digital content from 200+ publishers.

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