# Buyology Truth And Lies About Why We Buy

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#### Buyology: Truth and Lies About Why We Buy: Lindstrom ...

Martin Lindstrom (born 1970) is the author of the bestseller

Buyology - Truth and Lies About Why We Buy (Doubleday Business, division of Random House). Lindstrom is also a public speaker and the founder of a number of organizations including Buyology Inc. Prior to founding his consultancy, Lindstrom was working as an advertising agency executive at BBDO.

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In Buyology, Martin Lindstrom presents the astonishing findings from his groundbreaking three-year, seven-million-dollar  $\frac{1}{Page}$ 

neuromarketing study—a cutting-edge experiment that peered inside the brains of 2,000 volunteers from all around the world as they encountered various ads, logos, commercials, brands, and products.

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**Buyology - Book Summary - Make Me Read**'Buyology: Truth And Lies About What We Buy' Tiffany's signature blue box dates back to 1837. Lindstrom says that, on  $\frac{1}{2}$ 

average, a woman's heart rate will increase by 22 percent when she is exposed...

The 'Buyology' Behind The Way We Shop: NPR
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people buy. The author attempts to identify the factors that
influence buyers' decisions in a world cluttered with messages
such as advertisements, slogans, jingle and celebrity
endorsements. Lindstrom, through a study of the human psyche,
explains the subconscious mind and its role in deciding what the

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#### **Buyology - Wikipedia**

Buyology: Truth and Lies About Why We Buy: Lindstrom, Martin, Underhill. Paco: 8601400278932: Books - Amazon.ca

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Author writes about the "Largest Neuromarketing Study Ever Conducted" involving brain scans. Time named Lindstrom as one of the world's 100 most influential people because of his book. Buyology: Truth and Lies About Why We Buy. Shop Now.

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