## <<真值的体现>>

### 图书基本信息

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#### 内容概要

Many marketers assume that consumers are rational beings who choose products based on their perceived benefits. However, new research shows that much of the decision-making process happens subconsciously, based on the consumer 's emotional and sensory responses to a product. In fact, consumers make gut decisions about products and rationalize their choices later, whether they know it or not. In Body of Truth, Dan Hill, PhD, explodes the rational approach to marketing and market research, using the latest findings on human cognition and communication to help marketers tap into consumers ' real needs and wants. Hill backs his argument with new technology such as biofeedback and facial coding to measure and record consumers ' true sensory responses to products and advertisements, providing a framework for deve-loping marketing initiatives that elicit the optimal emotional response. Body of Truth offers a new methodology that more accurately measures consumer desire and helps marketers use that data to craft more compelling and resonating brand stories. It transforms complex scientific concepts into actionable principles that marketers can immediately implement, and presents real-world examples of leading companies that have found powerful ways to communicate with consumers. build a truly effective marketing relationship, companies must learn to communicate with consumers on the deepest levels possible – physical, sensory, and emotional. Hill shows marketers how to use new techniques to craft brand strategies that create emotional attachments between products and the people who buy them, and how to sustain that brand message across every medium. The practical lessons in this book will make any business or homogeneous marketplace, sustainable competitive advantage is more and more a product of how well a company can connect with consumers. By offering effective guidelines for enacting sensory and emotive-based marketing techniques, Body of Truth shows marketers and businesses how to develop and sustain a brand strategy that creates 作者简介: Dan Hill, PhD, is President of Sensory Logic, Inc., a scientific deep and lasting customer loyalty. consumer insights firm that specializes in gauging both verbal and nonverbal subconscious reactions to advertising, store environments, and product design, packaging, and presentation. His clients include marketing and brand managers at Target, Goodyear, Nextel, Nationwide Insurance, Toyota, Eli Lilly, Sherwin-Williams, and Capital One.

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