

<<真值的体现>>

图书基本信息

书名：<<真值的体现>>

13位ISBN编号：9780471444398

10位ISBN编号：0471444391

出版时间：2003-12

出版时间：John Wiley & Sons Inc

作者：Hill, Dan

页数：267

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<真值的体现>>

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 developing 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. In order to 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 agency more effective in reaching, winning over, and holding on to consumers. In today's crowded and 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 deep and lasting customer loyalty.

作者简介：Dan Hill, PhD, is President of Sensory Logic, Inc., a scientific 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.

<<真值的体现>>

书籍目录

INTRODUCTION Laying the Groundwork for Sensory Logic
CHAPTER 1.Fighting the Battle: How to Make the Case for the New Marketing Paradigm
CHAPTER 2.Rationality Redefined: How Cognition and Communication Actually Work
CHAPTER 3.Marketing Backed by Science: Applying Scientific Insights for Marketing Success
CHAPTER 4.The New Research: Understanding How Consumers Really View Your Products
CHAPTER 5.Using Emotive Branding: How to Tap into Consumers' Deepest Emotions
CHAPTER 6.Powerful Brand Story Design: Creating a Narrative That Will Solidify Consumer Devotion
CHAPTER 7.Emotional Positioning: How to Sell Your Products Based on Their Emotional Resonance
CHAPTER 8.Using Emotive Scripts: Tapping into Consumers' Emotional Memory Banks
CHAPTER 9.Consumers' Evolutionary Needs: Appealing to Humans' Innate Desires
CHAPTER 10.Looking Forward: How Science Will Continue to Benefit Marketing
Acknowledgments
Index

<<真值的体现>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>