

Decoded The Science Behind Why We Buy

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December 3, 2013 Decoded - GCATD

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)

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Decoded The Science Behind Why We Buy

Decoded: The Science Behind Why We Buy by Phil Barden is a describes the science of purchasing behavior and the value of marketing The author provides the latest discussion and the motivations behind the consumer's thinking, choices, and what actually they think when buying anything What actually made the buyers to take decisions

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Download File PDF Decoded The Science Behind Why We Buy for the money spent on two beakers, they could buy a whole pot in a supermarket So, apparently, they are buying something else but coffee Decoded: The Science Behind Why We Buy by Phil Barden Decoded offers a cogent, psychologically-informed and practical approach to making your marketing more

Engaging Shoppers Through Decision Science

of "Decoded: The Science Behind Why We Buy" "And we've always seen these two things as antagonistic: You can either do brand advertising, which is emotional, or product advertising, which is rational However, science has shown that no decision is entirely emotional or ra-tional So the emotional versus rational model is a false

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