



Brand Sense: Sensory Secrets Behind the Stuff We Buy

By Martin Lindstrom, Philip Kotler

Simon & Schuster. Paperback. Book Condition: new. BRAND NEW, Brand Sense: Sensory Secrets Behind the Stuff We Buy, Martin Lindstrom, Philip Kotler, Did you know that the gratifying smell that accompanies the purchase of a new automobile actually comes from a factory-installed aerosol can containing "new car" aroma? Or that Kellogg's trademarked "crunch" is generated in sound laboratories? Or that the distinctive click of a just-opened jar of Nescafe freeze-dried coffee, as well as the aroma of the crystals, has been developed in factories over the past decades? Or that many adolescents recognize a pair of Abercrombie & Fitch jeans not by their look or cut but by their fragrance? In perhaps the most creative and authoritative book on how our senses affect our everyday purchasing decisions, global branding guru Martin Lindstrom reveals how the world's most successful companies and products integrate touch, taste, smell, sight, and sound with startling and sometimes even shocking results. In conjunction with renowned research institution Millward Brown, Lindstrom's innovative worldwide study unveils how all of us are slaves to our senses -- and how, after reading this book, we'll never be able to see, hear, or touch anything from our running shoes to our...



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