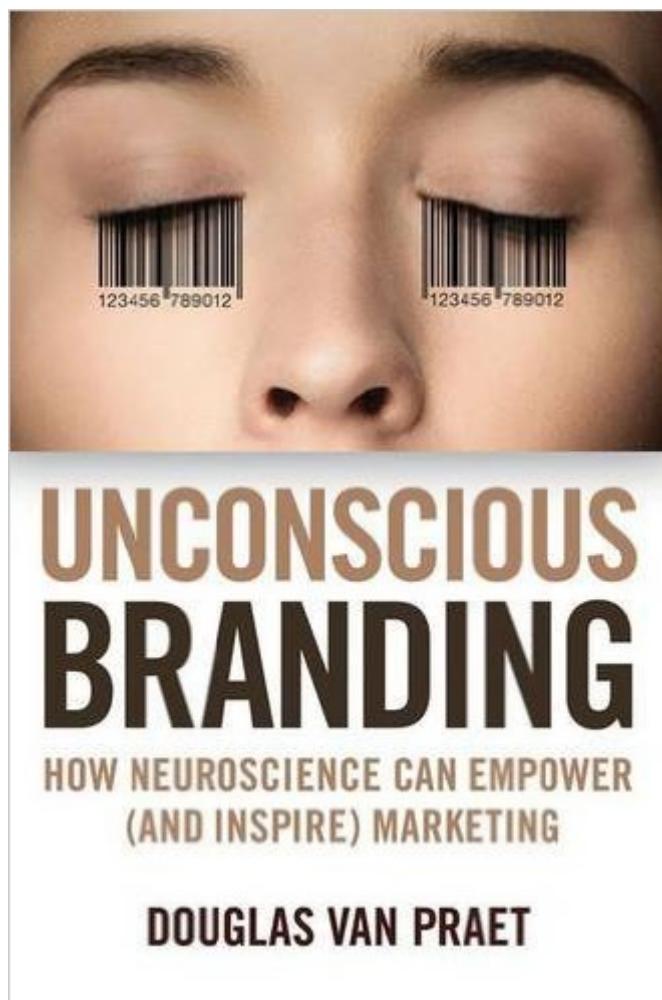


The book was found

# Unconscious Branding: How Neuroscience Can Empower (and Inspire) Marketing



## Synopsis

For too long marketers have been asking the wrong question. If consumers make decisions unconsciously, why do we persist in asking them directly through traditional marketing research why they do what they do? They simply can't tell us because they don't really know. Before marketers develop strategies, they need to recognize that consumers have strategies too . . . human strategies, not consumer strategies. We need to go beyond asking why, and begin to ask how, behavior change occurs. Here, author Douglas Van Praet takes the most brilliant and revolutionary concepts from cognitive science and applies them to how we market, advertise, and consume in the modern digital age. Van Praet simplifies the most complex object in the known universeâ the human brainâ into seven codified actionable steps to behavior change. These steps are illustrated using real world examples from advertising, marketing, media, and business to consciously unravel what brilliant marketers and ad practitioners have long done intuitively, deconstructing the real story behind some of the greatest marketing and business successes in recent history, such as Nike's "Just Do It" campaign; "Got Milk?"; Wendy's "Where's the Beef?"; and the infamous Volkswagen "Punch Buggy" launch as well as their beloved "The Force" (Mini Darth Vader) Super Bowl commercial.

## Book Information

Paperback: 288 pages

Publisher: St. Martin's Griffin; Reprint edition (March 4, 2014)

Language: English

ISBN-10: 1137278927

ISBN-13: 978-1137278920

Product Dimensions: 6.2 x 0.8 x 9.3 inches

Shipping Weight: 10.6 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 starsÂ See all reviewsÂ (50 customer reviews)

Best Sellers Rank: #104,695 in Books (See Top 100 in Books) #92 inÂ Books > Business & Money > Marketing & Sales > Marketing > Research

## Customer Reviews

This is a really terrific book for marketing professionals who want to understand the difference between what consumers say versus what they do. One of the few benefits of very long plane rides to Europe is a chance to read without interruptions. This week, I read a wonderful marketing book that I'd like to share with you. I'm really interested in understanding what consumers do versus what

they say and this book has an unconventional approach to the topic.I saw an article online by the author and it his ideas fit well with a marketing conference I was organizing with colleagues so I knew I had to learn more.The book is called Unconscious Branding by Douglas Van Praet. He is the EVP at an award winning advertising agency Deutsch LA and he focuses on account planning and strategic insights. Douglas worked on the highly acclaimed and successful mini-Darth Vader commercial for Volkswagen's Jetta where a little boy uses his super powers to start a car with the wave of a hand as an eager father with a remote helps him behind the scenes.From my days at The Annenberg School of Communications at The University of Pennsylvania, I have always been interested in behavioral sciences, anthropology and non-verbal communications. Since the topic for this conference I mentioned above is focused on the huge discrepancy between what a consumer says in research versus their actual behavior, I hoped the book would provide some ideas and an approach to the issues.I was not disappointed.When I answer a question on a survey, how well can I actually answer a question like why I bought a product?\* How come I bought Seventh Generation not Tide for cleaning my clothes.\* How come I went to Starbucks not Dunkin Donuts for coffee?

[Download to continue reading...](#)

Unconscious Branding: How Neuroscience Can Empower (and Inspire) Marketing Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Inspire Bible NLT: The Bible for Creative Journaling (Inspire: Full Size) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Seo: 2016: Search Engine Optimization,

Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) The Joke and Its Relation to the Unconscious (Penguin Classics) Therapy with Tough Clients: Exploring the Use of Indirect and Unconscious Techniques Watch Your Back!: How the Back Pain Industry Is Costing Us More and Giving Us Less\_and What You Can Do to Inform and Empower Yourself in Seeking ... Culture and Politics of Health Care Work) Nice Girls Don't Get the Corner Office: Unconscious Mistakes Women Make That Sabotage Their Careers (A NICE GIRLS Book) Anatomy of the Soul: Surprising Connections between Neuroscience and Spiritual Practices That Can Transform Your Life and Relationships Architect and Entrepreneur: A Field Guide to Building, Branding, and Marketing Yo (Volume 1) Architect and Entrepreneur: A Field Guide: Building, Branding, and Marketing Your Startup Design Business

[Dmca](#)