

**Specifications:-**

- Traditional Marketing Simply Doesn't Work In Today's Complex World. To Reach Today's Customers And Influence Their Purchases, Marketers And Market Researchers Need To Understand And Harness The Power Of Applied Behavior Psychology And Behavior Economics To Break Through These Nonconscious Filters And Drive Purchase Behaviors- A Process Called Mindstate Marketing.
- In Marketing To Mindstates, Will Leach, Founder Of The Mindstate Group, A Leading Behavior Research And Marketing Consultancy, Demystifies This Nonconscious Filter And Explains How To Bypass It, Introducing Readers To Temporary Moments Of Influence Called Mindstates.
- Using His Mindstate Behavioral Model, He Shows You Specifically How To Create Behaviorally Optimized Messaging Designed To Activate These Mindstates And Trigger Real Emotional Engagement.
- With This Book, Researchers And Marketers Will Finally Have A Practical Guide To Designing Marketing Creative That Compels People To Listen, Care, And Act.

Note: Specifications are subject to change, Photos shown above are Indicative, Actual Product can Vary.



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