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In Buyology, Martin Lindstrom presents the astonishing findings from his groundbreaking three-year, seven-million-dollar neuromarketing study—a cutting-edge experiment that peered inside the brains of 2,000 volunteers from all around the world as they encountered various ads, logos, commercials, brands, and products. His startling results shatter much of what we have long believed about

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Buy what captures our  
interest—and drives us to  
buy.

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and shocking journey into  
the mind of today's consumer  
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Underhill, Paco Draws on a three-year brain-scan study of people from around the world to shed new light on what stimulates interest in a product and compels us to buy it, refuting common assumptions and myths about the marketing of a product.

## **Buyology: Truth and Lies about Why We Buy - Lindstrom**

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Martin Lindstrom (born 1970) is the author of the bestseller Buyology - Truth and Lies About Why We Buy (Doubleday Business, division of Random House). Lindstrom is also a public speaker and the founder of a number of organizations

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including Buyology Inc.

Prior to founding his consultancy, Lindstrom was working as an advertising agency executive at BBDO.

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About Why We Buy, main objective is how neuromarketing will change marketing strategies in the future and help us understand the science behind why we buy in relation to the goal of marketers.

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Buyology Book Summary | Martin Lindstrom, the author of Buyology: Truth and Lies About Why We Buy, states that we rarely have rational control over why we buy

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Buyology: Truth and Lies About Why We Buy is a bestselling book by Martin Lindstrom, in which he analyzes what makes people buy. The author attempts to identify the factors that influence buyers' decisions in a world cluttered with messages such as advertisements, slogans, jingle and celebrity endorsements. Lindstrom, through a study of the human psyche, explains the subconscious mind and its role in deciding what the buyer will buy. Lindstrom debunks some myths about advertising and promotion.

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In Buyology, Martin Lindstrom presents the astonishing findings from his groundbreaking three-year, seven-million-dollar neuromarketing study—a cutting-edge experiment that peered inside the brains of 2,000 volunteers from all around the world as they encountered various ads, logos, commercials, brands, and products.

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Based on the single largest  
neuromarketing study ever  
conducted, Buyology reveals  
surprising truths about what  
attracts our attention and  
captures our dollars. Among  
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and myths Buyology  
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and provocative poses don't

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The real purpose of the book appears to be the promotion of the author's own self-reported status as a marketing guru but truth be told, Lindstrom does have some interesting information to impart. Neuromarketing is an increasingly used tool in politics and product promotion.

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