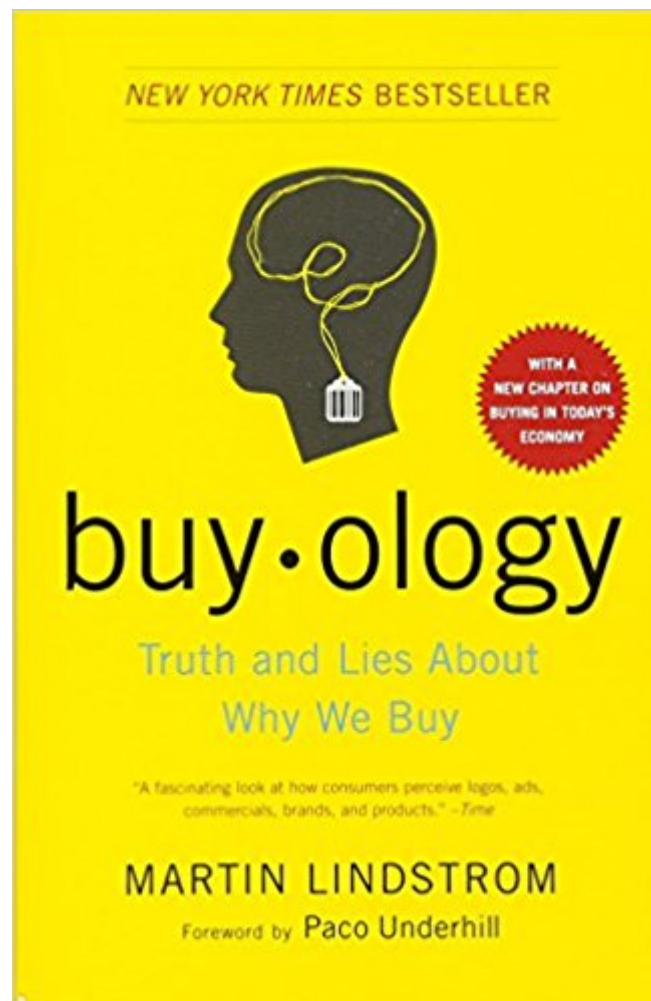




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Buyology: Truth And Lies About Why We Buy



Synopsis

How much do we know about why we buy? What truly influences our decisions in today's message-cluttered world? An eye-grabbing advertisement, a catchy slogan, an infectious jingle? Or do our buying decisions take place below the surface, so deep within our subconscious minds, we're barely aware of them? In *BUYOLOGY*, Lindstrom, who was voted one of Time Magazine's most influential people of 2009, 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 what seduces our interest and drives us to buy. Among the questions he explores: Does sex actually sell? To what extent do people in skimpy clothing and suggestive poses persuade us to buy products? Despite government bans, does subliminal advertising still surround us - from bars to highway billboards to supermarket shelves? Can "Cool" brands, like iPods, trigger our mating instincts? Can other senses - smell, touch, and sound - be so powerful as to physically arouse us when we see a product? Do companies copy from the world of religion and create rituals - like drinking a Corona with a lime - to capture our hard-earned dollars? Filled with entertaining inside stories about how we respond to such well-known brands as Marlboro, Nokia, Calvin Klein, Ford, and American Idol, *BUYOLOGY* is a fascinating and shocking journey into the mind of today's consumer that will captivate anyone who's been seduced or turned off by marketers' relentless attempts to win our loyalty, our money, and our minds.

Book Information

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Customer Reviews

Through extensive and expensive research, Lindstrom provides an adequate primer on what neuroscience studies can tell society—particularly marketers—about how selling (and more important, buying) works. Whether considering the roles of sex, religion, product placement or contradictions in consumer habits between what they say and what they do, Lindstrom explores how brain-scan studies reveal an avalanche of information about what works and what doesn't. Though the information is intriguing, Lindstrom's disregard for the potential abuses of such information (such as marketers purposely manipulating people to buy products that are harmful, of which there is a proven track record) makes his enthusiasm suspect. Don Leslie provides a good voice for nonfiction material, using a congenial tone with good emphasis to keep the listeners engaged. His gentle but deep voice creates the impression of an older person imparting knowledge upon the youth, which may also lend some authority to the text. A Doubleday hardcover. (Oct.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to an alternate Paperback edition.

"A page-turner"-Newsweek" Lindstrom dishes up results, alongside a buffet of past research, with clear writing and deft reasoning." -Fast Company" "Lindstrom has an encyclopedic knowledge of advertising history and an abundance of real-world business experience"-The Washington Post" "Martin Lindstrom, the boy wonder of branding, tells that the future of shopping is all in the mind"-The Sunday Times (UK)" "Shatters conventional wisdom"-CNBC"...brings together a great many strands of research to build a fascinating case. The writing is snappy and the book is a page turner"-BBC Focus Magazine" "Lindstrom's research should be of interest to any company launching a new product or brand"-USA Today"Lindstrom...has an original, inquisitive mind...His new book is a fascinating look at how consumers perceive logos, ads, commercials, brands, and products." -Time" "When someone tells you that a book is a "page-turner," you probably think of the latest top-list best-seller. Now you'll think of Buyology". Pick up a copy of this book and get one of those highlighting thingamajiggies before you fix your ad budget for the new year. "Buyology" is definitely money well-spent."-The Eagle Tribune" "An entertaining and informative tome"-The Seattle Examiner" "Why do rational people act irrationally? Written like a

fast paced detective novel, "Buyology" unveils what neuromarketers know about our decision making so we can buy and sell more insightfully."- Dr. Mehmet C Oz Professor of Surgery, Columbia University, and author of YOU -The Owner's Manual "Move over Tipping Point and Made to Stick because there's a new book in town: Buyology. This book lights the way for smart marketers and entrepreneurs."-Guy Kawasaki, Author of The Art of the Start "Martin Lindstrom is one of branding's most original thinkers"-Robert A. Eckert, CEO & Chairman, Mattel, Inc. "Lindstrom takes us on a fascinating journey inside the consumer brain. Why do we make the decisions we do? Surprising and eye opening, Buyology is a must for anyone conducting a marketing campaign."-Ori Brafman, author of the bestselling book, Sway "Full of intriguing stories on how the brain, brands and emotions drive consumer choice. Martin Lindstrom's brilliant blending of marketing and neuroscience supplies us with a deeper understanding of the dynamic, largely unconscious forces that shape our decision making. One reading of this book and you will look at consumer and producer behavior in an entirely new light."-Philip Kotler, Ph.D., S. C. Johnson & Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University "A riveting read. Challenging, exciting, provocative, clever, and, even more importantly, useful!"-Andrew Robertson, CEO & President, BBDO Worldwide Lindstrom can be a charming writer. He has an encyclopedic knowledge of advertising history and an abundance of real-world business experience From the Hardcover edition.

It does, in a way, advertise other companies like some comments have said but the book in itself is attention grabbing. He talks about the experiments and the results and how companies try to market to the consumer in a variety of ways. It is interesting because it offers a new perspective on how you are being manipulated as a consumer. Do not expect this book to teach you how to run a business or to give you an in depth analysis of what each company does and what each product/ad attempts to do to you. If you want thorough analysis to teach you every trick there is, I suggest for you to search a new book. If you want some overall knowledge and idea this is the book!

I liked and enjoyed Buyology. I do not understand so much negative feedback other than it seems many people expected it to be more (or less!) of something. It is a storytelling of marketing. What it is not is a scholarly research paper. It is a primer for the rest of us that either spend money impulsively and would like to do less of that, or are concerned about someone that spends money impulsively and you would like him/her to do less of that. It doesn't even have to be money; the

same impulses to spend are also the impulses to compel any habit. Critics point out that the essential science is brief and could be published in one to five pages. For sure; but a pamphlet containing essential science is not likely to be picked up by very many people. You can get that stuff in the doctor's office. Critics point out that the writer is egotistical. Really? You don't say! Of course a marketer is egotistical. He or she must believe in self and the product. So, with that out of the way, on with the book report: Who do you know that wastes money buying the same thing over and over and over because it is and so on. Speak to the instincts. Marketers take advantage of your basic instincts which can be summed up more or less as food, sex and reproduction, shelter and safety. This part of the brain neither listens to words nor speaks words. That is where the fMRI detector comes in. It can see what your inner brain is doing much better than you can, but it should not be such a mystery. You cannot just choose to be fearless of high places or to be untempted by sex. You can to a limited degree override your fear or resist your temptations, but it is a lot of work and marketers believe you will spend money rather than expending the effort to override your instincts which they have triggered. Politicians and religious leaders use the same tactics of course.

Loved the read. I learned quite a bit about the current use of fMRI in pricing/buying psychology. One strike against the book would be that Martin could have spoke about more experiments. There was an awful lot of lead-up and conclusion to each study discussed and honestly not much discussion about the study. Some time is spent on the psychology of buying and pricing - I think Martin is very knowledgeable on the subject. That is useful and worth reading the book to learn.

As advertised. Happy with purchase.

Finally, a book that answers my questions about why the heck people spend so much money on popular brands with crappy products. Very insightful read!

Well written and well researched, the author reveals the technical reasons on how we make buying decisions. It explores the science of the brain. And picks apart the techniques that marketers use to convince people to pick up the phone or drop it into the basket. Having read many similar books including the series that Malcolm Gladwell wrote, I'd highly recommend this book. You might even adding Brandwashed, Martin Lindstrom's second book on the subject.

Despite poppish presentation and Bill Nye science, I found the whole thing pretty interesting--the

idea that product presentation could hit us subconsciously in sectors of the brain and influence purchasing behavior. Then I read some of the articulate and apparently learned very negative reviews and I have to admit it made me feel sophomoric. But geez, guys . . . Lighten up. Aren't the various ideas presented in the book at least worthy of consideration? How about to neophytes like me who haven't the foggiest clue about this stuff. I mean, was it really *that* bad?

Great book about shopping and marketing with good research based insights. We (customers) are not always as rational as we would like to think.

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