

Brand Sense Sensory Secrets Behind The Stuff We Buy

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The book identified architecture as being something attractive to all the body ' s senses. " " Brand Sense consists of compelling case studies of how innovative brands including Nokia, McDonald ' s, Nestle, Microsoft, and Walt Disney integrate our five senses (touch, smell, sight, sound and taste) to enhance consumers ' experiences with the brands. "

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A brand has full impact if together with the visual and auditory stimuli it activates other sensory channels like taste, touch and smell. Martin Lindstrom proves that brands sensory experience plays a major role in creating brand loyalty in his book Brand Sense: Sensory Secrets Behind the Stuff We Buy (published in 2010).

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of their products. This groundbreaking book provides innovative branding Brand Sense: Sensory Secrets Behind the Stuff We Buy for evaluating where a brand is on the sensory scale, analyzing its sensory potential and giving it a clear pathway to optimize its sensory appeal. Statements of fact

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Brand Sense : Sensory Secrets Behind the Stuff We Buy, Paperback by Lindstrom, Martin; Kotler, Philip (FRW), ISBN 1439172013, ISBN-13 9781439172018, Brand New, Free shipping in the US In this updated paperback edition of the 2005 edition, Lindstrom (Buyology) explains how sensory aspects of products seduce consumers.

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