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# Brand Seduction: How Neuroscience Can Help Marketers Build Memorable Brands



## Synopsis

For many marketing professionals, "science" is a four-letter word. They see brand-building as an unteachable art guided by their intuition and experience. But at its core, marketing aims to seed ideas into people's minds, make them feel a certain way, and, ultimately, get them to act. In *Brand Seduction*, Daryl reveals the latest psychological and neuroscientific discoveries about how our minds process brand information and make decisions, and the important roles our emotions and unconscious play in our selections. Welcome to the new world of neuromarketing. Through simple language, engaging stories, and real-world examples, *Brand Seduction* shows you how to decode, build, and use these hidden brand fantasies to grow your brand and business. You'll learn: The surprising unconscious side of brands. The biggest myths about consumer psychology. The real role of emotions in building brands. Practical tools to use neuroscience to inspire better marketing. Everyone seems to have a different idea of what brands are, how they work, and how they are built. *Brand Seduction* digs deeper into the nature of brands, how they exist and behave in the mind, and how marketers and business leaders can use this understanding to "seduce" customers and grow their businesses.

## Book Information

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## Customer Reviews

*Brand Seduction* provides an excellent overview of both cognitive science and brand marketing, and it does so in a readable, humorous, and easy to understand way — no easy task! You don't need a background in neuroscience or marketing (I don't have either) to get a lot of insights out

of this book. It does a great job of marrying theoretical concepts with well-chosen and insightful case studies. It really has changed the way I think about decision-making. This is one of the best books I've read in a long time, business or otherwise, and I highly recommend it.

I am not a marketing professional, but I have been interested in psychology and persuasion for all of my life. Brand Seduction deftly summarizes the latest research on the elements that lead to successful brands: perception, attention, memory, emotion. I expected to lose interest when the book shifted to its focus on implementing these ideas for marketers, but instead I found it even more intriguing. As a consumer, I now see brands as separate from the products, and that has helped me become savvier in how I make purchases. I would recommend this enjoyable read for anyone with interest in advertising, neuroscience, or persuasion.

To start off I am not a marketing professional and I know very little about neuroscience. I do however have an interest in learning how the brain works and how it influences daily decisions of the consumer. Daryl does a good job of getting his points across to the reader and I thoroughly enjoyed racing through this book. I am sure professionals would find this book interesting and helpful as well.

Don't let the neuroscience bit deter you. This is a fun, at times even funny, and fascinating read on how the brain responds to brands and, as such, why marketers should reconsider everything they (think) they know about how to win consumers' affections.

Really insightful, well-thought book that articulates many of the ideas that many of us interested in applying neuroscience to marketing have thought about, but not necessarily expressed in a practical and accessible way. Daryl's conception of the Brand Fantasy, speaking to the unconscious factors that drive consumer responses/actions toward a brand is a really helpful concept that has far reaching consequences. A clear definition that marketers can refer to that takes into account the conscious and unconscious behavior of consumers. The idea of bringing neuroscience into the early stages of planning to shape how the brand is perceived seems to be as an efficient approach to build more memorable brands.

I work as a strategy and insights director for a large CPG corporation - helping to build brands with breakthrough insights into consumers' attitude and behavior. In my job, I like to stay on the pulse of

recent discoveries that can give me and my brands an advantage, which is how I discovered this book. The author has a very clever theory that goes well beyond these kinds of books... I found the content enlightening and it opened a lot of doors for strategy and creativity. It is supported with fascinating examples and stories that I have been using in meetings since I read the book. All together a very useful read.

Brand Seduction unlocks the secrets to how and why consumers digest messages, form opinions and establish affinities, all within the context of today's changing media landscape. Written for the masses and experts alike, this book should be on the reading list of every serious marketer and agency executive interested in looking beyond the ads and into the minds of the customers they hope to engage and influence.

This is a "must read" for any marketer or account planner. Weber gives you compelling reasons why branding and classical brand positioning needs to evolve beyond what we've been taught as marketers. He points out a new way to think about branding through what he calls a brand fantasy. He looks at the intersection of neuroscience and marketing to help build his case. The various studies that Weber highlights make a strong case for why decisions aren't all that rational, and therefore branding needs to be thought of beyond a rational brand positioning statement. He eloquently describes the science part of his argument in layman's terms and I found it to be a fast and fascinating read. Plus, I felt like I was getting a glimpse into the future of marketing. The concept of a brand fantasy is presented in an easily digestible form and leaves a lot of room for marketers to apply it in their own work. He very clearly articulates the importance of building associations with your brand, and go beyond simply articulating the emotional and rational benefits of your brand. He nicely points out why we as marketers need to pay attention to everything our brands does and says, and why corporate culture is also an important part of this. Weber uses great concrete examples or case studies of brands that apply brand fantasy principles in the design of their brands. These examples are useful in thinking about how to apply brand fantasy principles. Brand Seduction is a smart and approachable "marketing-meets-science book" presented in a concise and compelling way. I learned a lot and I appreciated that it was an easy to read and had great examples. I will definitely be recommending it to my clients and colleagues.

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