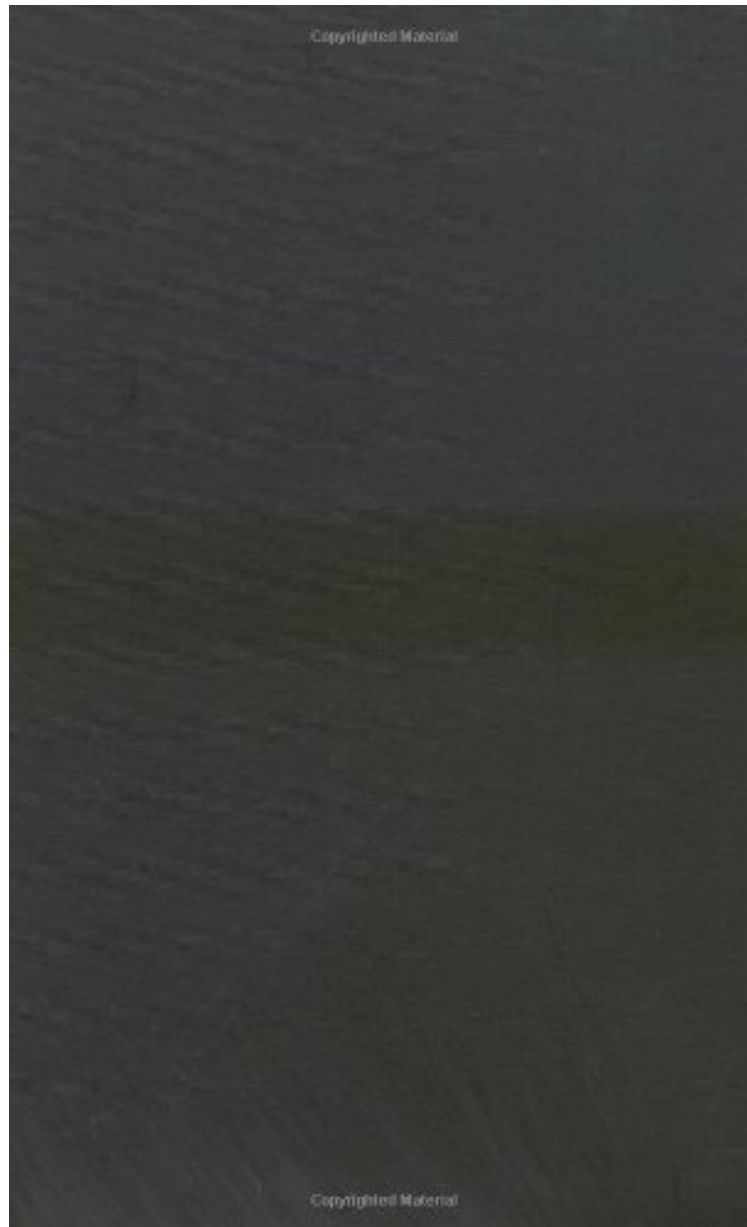


Motigraphics: The Analysis and Measurement of Human Motivations in Marketing

Richard Maddock

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Richard Maddock : Motigraphics: The Analysis and Measurement of Human Motivations in Marketing before purchasing it in order to gage whether or not it would be worth my time, and all praised Motigraphics: The Analysis and Measurement of Human Motivations in Marketing:

4 of 5 people found the following review helpful. MotigraphicsBy Steve PuckettDr. Maddock's book offers insights into human motivation that are easily understood and more importantly, easily adapted - especially in the marketing arena. Complex issues that have perplexed me for 26 years as a marketing professional have now become significantly simpler as a result of reading this book. The basic premise that spiritual survival is actually more motivating than physical survival helps explain behavior that has historically become jumbled into tired traditional research jargon that is unusable beyond a single study. This book is now on the shelves of every client we handle. And every prospect as well. If you are in marketing, you will either read and use this book to understand your customers, or pray your customers don't.

Motigraphics is the natural complement to demographics and psychographics - the completion of a triad. For consumers, because motives are the most important dimension of human behavior, motives lead directly to decisions, and decisions lead directly to purchasing behavior. Demographics and psychographics tell us the what, when, where, and how of consumer behavior; but motigraphics tells us why consumers do what they do. Dr. Maddock maintains that academic psychology has failed to provide a formal approach to motivation; thus, marketers have never been able to get a firm grasp on why consumers prefer what they do, why they cancel and don't renew, and what factors enter into their decision making at the point of sale. With Motigraphics we can now measure and compute motives, and the strength of motivation allows us to determine how much equity a brand Motigraphics allows us to describe customer loyalty in terms of a quantitative motivational profile and scale. Not only does Dr. Maddock show how to measure motives, he also helps us assess the amount of emotion involved in a product or service. Since most consumer decisions are based on emotion, not reason, the importance of Dr. Maddock's book for psychologists, marketers, and advertising and sales professionals is self-evident and inestimable.

About the AuthorRICHARD C. MADDOCK is a clinical and marketing psychologist, as well as an adjunct professor at Arkansas State University. He is founder of Motigraphics Research. Dr. Maddock is author of numerous articles in the professional and academic journals of his field and the coauthor of two previous Quorum books, *Marketing to the Mind: Right Brain Strategies for Advertising and Marketing*, (1996, with Richard L. Fulton) and *Motivation, Emotions, and Leadership: The Silent Side of Management* (1998, with Richard L. Fulton).