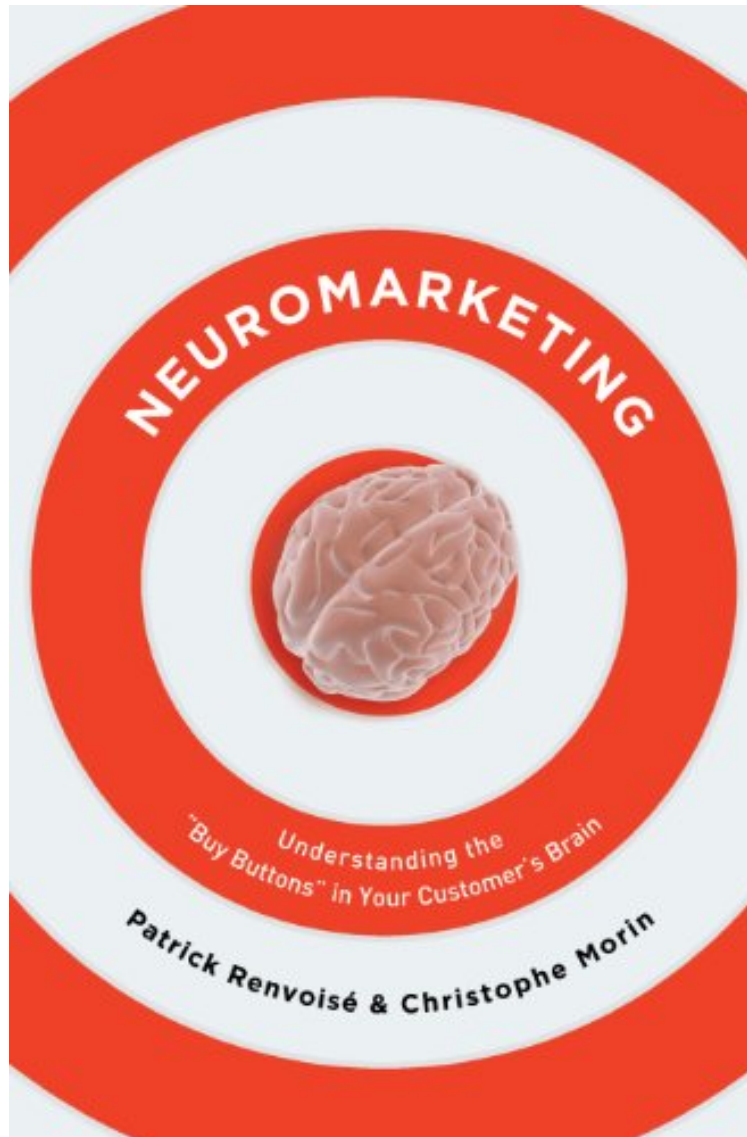


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Neuromarketing: Understanding the Buy Buttons in Your Customer's Brain

Patrick Renvoise, Christophe Morin
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Patrick Renvoise, Christophe Morin : Neuromarketing: Understanding the Buy Buttons in Your Customer's Brain before purchasing it in order to gage whether or not it would be worth my time, and all praised Neuromarketing: Understanding the Buy Buttons in Your Customer's Brain:

74 of 76 people found the following review helpful. Average. Has merit, but I expected moreBy Loren WoirhayeIf it's news to you to you that "The latest breakthroughsin brain research suggest that people make EMOTIONAL decisions,

which they later RATIONALIZE" you'll love the lightweight treatment of the art/science of persuasion put forth in "Neuromarketing". This book is derivative and lacks a bibliography. It refers to "studies" with phrases like "a study found" but doesn't tell us when, where, and who conducted the research and how to find out more about it. It claims to be based on the latest research yet in referring to source material mentions such dated sources as Dale Carnegie's book "How To Win Friends and Influence People," which was published in 1936. Dale Carnegie is great, but not "the latest breakthroughs in brain research". If you're familiar with some of the core literature on persuasion, marketing, selling, and especially direct-response marketing -ie: Cialdini, Hogan, Caples, Ogilvy, and so forth, I don't think you'll find anything here you're not aware of as relevant factors in successful marketing. You may, as I did, experience some "duh" moments. If you're unfamiliar with sales, nlp concepts, and persuasion you may enjoy this book and have some revelations. Mostly the authors reframe established stuff in terms of appealing to "the old brain". Since they offer no specific citations in the current editions, just a reading list at the end, the notion that this is somehow a scientific work is dubious. In science writing, sources are generally cited. Here we get a reading list at the back. No index. No bibliography. I don't feel this book lives up to its book jacket promise: "Neuromarketing is the only book to combine the latest brain research with cutting-edge sales, marketing and communication techniques" If it's so up on the latest brain research, where are the citations? That said, it's not a lame book. It has some good information in it, but little in the way of new ideas. Not a waste of time but not something I'll likely read again.

0 of 0 people found the following review helpful. Great Book. Tell them about their loss/Fears first. I am sold. And I use it. By M. Nay Great Book. I took a lot of notes. The video/webinar training is great too. Love this model and what these guys do. I have started to incorporate the fear first/loss first model into my everyday selling. Great stuff. Even through email it has been working for me.

1 of 1 people found the following review helpful. the Triune Brain theory is simplified and exploited powerfully! By Raju Mandhyan the HeART of STORY: Connect, Engage and Influence Creatively I think this book needs a lot more recognition than it already has. Patrick Renvoise knows the business of selling and marketing. It is here where the Triune Brain theory is simplified and exploited powerfully!

How can the latest brain research help increase your sales? Because people are inundated daily by an average of 10,000 sales messages, selling is now tougher than ever. That's why you need to learn what neuroscience has uncovered that will immediately increase your selling and influencing effectiveness. Unveiling the latest brain research and revolutionary marketing practices, authors Patrick Renvoise and Christophe Morin teach highly effective techniques to help you deliver powerful, unique, and memorable presentations that will have a major, lasting impact on potential buyers such as:

- The 6 stimuli that always trigger a response
- The 4 steps to align content and delivery of your message
- The 6 message building blocks to address the "old brain"
- The 7 powerful impact boosters to set your delivery apart from the rest

Once you know how the decision-making part of the brain works, you'll quickly begin to deliver more convincing sales presentations, close more deals, create more effective marketing strategies, and radically improve your ability to influence others.