

Brand Sense Sensory Secrets Behind The Stuff We Buy

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Brand Sense Sensory Secrets Behind

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."

Amazon.com: BRAND sense: Sensory Secrets Behind the Stuff ...

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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).

Brand Sense: Sensory Secrets Behind the Stuff We Buy (Book ...

Singapore Airlines has patented the smell in its cabins. Branding has reached a new frontier. In the future brands will have to appeal to the neglected senses: touch, taste, and smell. In this fully updated new edition of Brand Sense, Martin Lindstrom shows how it can be done. Drawing on the most extensive worldwide study ever conducted of the sensory perceptions of consumers, he shows how a two-sense product can become a five-sense phenomenon.

Buy Brand Sense: Sensory Secrets Behind the Stuff We Buy ...

Brand Sense: Sensory Secrets Behind the Stuff We Buy Paperback – 5 Nov. 2012 by Martin Lindstrom (Author) 4.5 out of 5 stars 15 ratings. See all formats and editions Hide other formats and editions. Amazon Price New from Used from Hardcover "Please retry" £3.53 . £136.95: £0.75: Paperback "Please retry" £13.79 .

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""BRAND sense" is a landmark work that explains what the world's most successful companies do differently, integrating all five of the senses -- touch, taste, smell, sight, and sound. The book will transform the way marketers approach the entire concept of branding." -- Charlie Bell, CEO & Chairman, McDonald's Corporation

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