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Marketing visionary Martin Lindstrom has been on the front lines of the branding wars for over twenty years. Here, he turns the spotlight on his own industry, drawing on all he has witnessed behind closed doors, exposing for the first time the full extent of the psychological tricks and traps that companies devise to win our hard-earned dollars.

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From the bestselling author of Buyology comes a shocking insider's look at how today's global giants conspire to obscure the truth and manipulate our minds, all in service of persuading us to buy. Marketing visionary Martin Lindstrom has been on the front lines of the branding wars for over twenty years. Here, he turns the spotlight on his own

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The answers are in Martin Lindstrom's *Brandwashed: Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy*. Here are 3 of the most surprising lessons I got from this book: Fear makes you irrational and stores use this to get you to purchase things that you don't really need.

Brandwashed Summary + PDF - Four Minute Books

In *Brandwashed* brand consultant Martin Lindstrom's talks about the games and techniques that corporations and marketing departments use to get consumers to buy their products.

Brandwashed: Summary & Review | The Power Moves

Like a surgeon exposing the nasty underbelly of medical malpractice, Martin Lindstrom, branding expert and author of the neuromarketing book *Buyology*, takes a decidedly consumerist point of view in showing how brands

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influence and sometimes even control our lives.

Brandwashed by Martin Lindstrom - Neuromarketing

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Lindstrom is a columnist for Fast Company, TIME Magazine and Harvard Business Review and frequently contributes to NBC's Today show. Lindstrom has written seven books on brands and consumer behavior. He is the founding partner and Chairman of the Board of Buyology Inc. and Director

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of Brand Sense Agency.

Martin Lindstrom - Wikipedia

Martin Lindstrom is one of the world's foremost business and culture transformation experts. He is a New York Times best-selling author and speaker.

Martin Lindstrom - World's Leading Business Transformation Co.

Author Martin Lindstrom is branding expert, so the secrets he reveals are sometimes his own. The book is a bit dated--it was published in 2011--but that doesn't matter much. The truths are still the same.

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Brandwashed : NPR

Martin Lindstrom International branding expert, who has led deep research into the minds of buyers, applying insights

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from neuroscience to develop the concept of “buyology”. 01. ranked thinker Ranked #20 in 2019.

Martin Lindstrom - Thinkers50

Martin Lindstrom, branding expert and Time Magazine Influential 100 Honoree, joined The Art Of in our backstage studio to talk branding, marketing and his latest book, “Brandwashed”.

Martin Lindstrom | The Art Of

In this eye-opening text, branding expert Martin Lindstrom spills insider secrets with glee. At times, though, his wealth of supportive research makes his shocking-but-true revelations more confusing than clarifying.

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