

# Buyology: Truth and Lies About Why We Buy

By Martin Lindstrom



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How much do we know about why we buy? What truly influences our decisions in today's message-cluttered world? An eye-grabbing advertisement, a catchy slogan, an infectious jingle? Or do our buying decisions take place below the surface, so deep within our subconscious minds, we're barely aware of them?

In BUYOLOGY, Lindstrom, who was voted one of Time Magazine's most influential people of 2009, presents the astonishing findings from his groundbreaking, three-year, seven-million-dollar neuromarketing study, a cutting-edge experiment that peered inside the brains of 2,000 volunteers from all around the world as they encountered various ads, logos, commercials, brands, and products. His startling results shatter much of what we have long believed about what seduces our interest and drives us to buy. Among the questions he explores:

**Does sex actually sell?** To what extent do people in skimpy clothing and suggestive poses persuade us to buy products?

Despite government bans, does **subliminal advertising still surround us** – from bars to highway billboards to supermarket shelves?

Can "Cool" brands, like iPods, **trigger our mating instincts?**

**Can other senses** – smell, touch, and sound - be so powerful as to physically arouse us when we see a product?

Do companies **copy from the world of religion and create rituals** – like drinking a Corona with a lime – to capture our hard-earned dollars?

Filled with entertaining inside stories about how we respond to such well-known brands as Marlboro, Nokia, Calvin Klein, Ford, and American Idol, BUYOLOGY is a fascinating and shocking journey into the mind of today's consumer that will captivate anyone who's been seduced – or turned off – by marketers' relentless attempts to win our loyalty, our money, and our minds.

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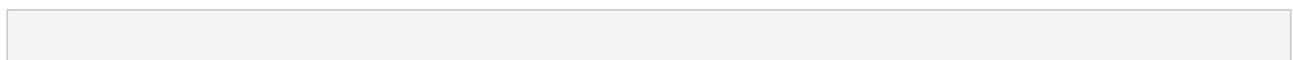
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## **Buyology: Truth and Lies About Why We Buy** By Martin Lindstrom Bibliography

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## **Editorial Review**

From Publishers Weekly

Through extensive and expensive research, Lindstrom provides an adequate primer on what neuroscience studies can tell society—particularly marketers—about how selling (and more important, buying) works. Whether considering the roles of sex, religion, product placement or contradictions in consumer habits between what they say and what they do, Lindstrom explores how brain-scan studies reveal an avalanche of information about what works and what doesn't. Though the information is intriguing, Lindstrom's disregard for the potential abuses of such information (such as marketers purposely manipulating people to buy products that are harmful, of which there is a proven track record) makes his enthusiasm suspect. Don Leslie provides a good voice for nonfiction material, using a congenial tone with good emphasis to keep the listeners engaged. His gentle but deep voice creates the impression of an older person imparting knowledge upon the youth, which may also lend some authority to the text. *A Doubleday hardcover. (Oct.)*  
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Review

"A page-turner"

-*Newsweek*

"Lindstrom dishes up results, alongside a buffet of past research, with clear writing and deft reasoning."

-*Fast Company*

"Lindstrom ... has an encyclopedic knowledge of advertising history and an abundance of real-world business experience"

-*The Washington Post*

"Martin Lindstrom, the boy wonder of branding, tells that the future of shopping is all in the mind"

-*The Sunday Times (UK)*

"Shatters conventional wisdom"

- CNBC

"...brings together a great many strands of research to build a fascinating case. The writing is snappy and the book's a page turner"

-*BBC Focus Magazine*

"Lindstrom's research should be of interest to any company launching a new product or brand"

-*USA Today*

"Lindstrom...has an original, inquisitive mind...His new book is a fascinating look at how consumers perceive logos, ads, commercials, brands, and products."

-*Time*

"When someone tells you that a book is a "page-turner," you probably think of the latest top-list best-seller. Now you'll think of Buyology....Pick up a copy of this book and get one of those highlighting thingamajiggies before you fix your ad budget for the new year. "Buyology" is definitely money well-spent."

-*The Eagle Tribune*

“An entertaining and informative tome”

-The Seattle Examiner

“Why do rational people act irrationally? Written like a fast paced detective novel, "Buyology" unveils what neuromarketers know about our decision making so we can buy and sell more insightfully.”

- Dr. Mehmet C Oz Professor of Surgery, Columbia University, and author of *YOU -The Owner's Manual*

“Move over *Tipping Point* and *Made to Stick* because there's a new book in town: *Buyology*. This book lights the way for smart marketers and entrepreneurs.”

-Guy Kawasaki, Author of *The Art of the Start*

"Martin Lindstrom is one of branding's most original thinkers"

-Robert A. Eckert, CEO & Chairman, Mattel, Inc.

“Lindstrom takes us on a fascinating journey inside the consumer brain. Why do we make the decisions we do? Surprising and eye opening, Buyology is a must for anyone conducting a marketing campaign.”

-Ori Brafman, author of the bestselling book, *Sway*

"Full of intriguing stories on how the brain, brands and emotions drive consumer choice. Martin Lindstrom's brilliant blending of marketing and neuroscience supplies us with a deeper understanding of the dynamic, largely unconscious forces that shape our decision making. One reading of this book and you will look at consumer and producer behavior in an entirely new light.”

-Philip Kotler, Ph.D., S. C. Johnson & Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University

"A riveting read. Challenging, exciting, provocative, clever, and, even more importantly, useful!"

-Andrew Robertson, CEO & President, BBDO Worldwide

Lindstrom can be a charming writer. He has an encyclopedic knowledge of advertising history and an abundance of real-world business experience

*From the Hardcover edition.*

About the Author

MARTIN LINDSTROM was voted by *Time Magazine* as one of the world's most influential people of 2009 for this work on neuromarketing. As one of the world's most respected marketing gurus with a global audience of over a million people, Lindstrom spends 300 days on the road every year, advising top executives of companies including McDonald's Corporation, Procter & Gamble, Nestlé, Microsoft, The Walt Disney Company and GlaxoSmithKline. He has been featured in The Washington Post, USA TODAY, Fast Company, and more. His previous book, BRANDsense, was acclaimed by the Wall Street Journal as one of the ten best marketing books ever published.

## **Users Review**

**From reader reviews:**

**Thomas Berg:**

Do you one of people who can't read pleasant if the sentence chained from the straightway, hold on guys this aren't like that. This Buyology: Truth and Lies About Why We Buy book is readable simply by you who hate those straight word style. You will find the facts here are arrange for enjoyable reading experience without leaving even decrease the knowledge that want to give to you. The writer connected with Buyology: Truth and Lies About Why We Buy content conveys thinking easily to understand by most people. The printed and e-book are not different in the articles but it just different as it. So , do you continue to thinking Buyology: Truth and Lies About Why We Buy is not loveable to be your top list reading book?

**Linda Pinkerton:**

Nowadays reading books become more and more than want or need but also be a life style. This reading habit give you lot of advantages. The advantages you got of course the knowledge your information inside the book in which improve your knowledge and information. The info you get based on what kind of guide you read, if you want have more knowledge just go with education books but if you want truly feel happy read one along with theme for entertaining for instance comic or novel. The Buyology: Truth and Lies About Why We Buy is kind of book which is giving the reader unstable experience.

**Thanh Johnson:**

Reading a book to become new life style in this year; every people loves to examine a book. When you read a book you can get a lot of benefit. When you read textbooks, you can improve your knowledge, mainly because book has a lot of information on it. The information that you will get depend on what forms of book that you have read. If you would like get information about your study, you can read education books, but if you want to entertain yourself you can read a fiction books, such us novel, comics, and also soon. The Buyology: Truth and Lies About Why We Buy provide you with a new experience in reading a book.

**John Day:**

What is your hobby? Have you heard this question when you got pupils? We believe that that problem was given by teacher with their students. Many kinds of hobby, Everyone has different hobby. And also you know that little person just like reading or as reading become their hobby. You have to know that reading is very important in addition to book as to be the thing. Book is important thing to include you knowledge, except your teacher or lecturer. You find good news or update regarding something by book. Different categories of books that can you take to be your object. One of them is actually Buyology: Truth and Lies About Why We Buy.

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