

Unconscious Branding How Neuroscience Can Empower And Inspire Marketing Douglas Van Praet

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The Laws of Human Nature - Robert Greene 2019-10-01

From the #1 New York Times-bestselling author of *The 48 Laws of Power* comes the definitive new book on decoding the behavior of the people around you. Robert Greene is a master guide for millions of readers, distilling ancient wisdom and philosophy into essential texts for seekers of power, understanding and mastery. Now he turns to the most important subject of all - understanding people's drives and motivations, even when they are unconscious of them themselves. We are social animals. Our very lives depend on our relationships with people. Knowing why people do what they do is the most important tool we can possess, without which our other talents can only take us so far. Drawing from the ideas and examples of Pericles, Queen Elizabeth I, Martin Luther King Jr, and many others, Greene teaches us how to detach ourselves from our own emotions and master self-control, how to develop the empathy that leads to insight, how to look behind people's masks, and how to resist conformity to develop your singular sense of purpose. Whether at work, in relationships, or in shaping the world around you, *The Laws of Human Nature* offers brilliant tactics for success, self-

improvement, and self-defense.

The Secret Life of the Mind - Mariano Sigman 2018-05-23

Neuromarketing - Leon Zurawicki 2010-09-02

Over the last 10 years advances in the new field of neuromarketing have yielded a host of findings which defy common stereotypes about consumer behavior. Reason and emotions do not necessarily appear as opposing forces. Rather, they complement one another. Hence, it reveals that consumers utilize mental accounting processes different from those assumed in marketers' logical inferences when it comes to time, problems with rating and choosing, and in post-purchase evaluation. People are often guided by illusions not only when they perceive the outside world but also when planning their actions - and consumer behavior is no exception. Strengthening the control over their own desires and the ability to navigate the maze of data are crucial skills consumers can gain to benefit themselves, marketers and the public. Understanding the mind of the consumer is the hardest task faced by business researchers. This book presents the first analytical perspective

on the brain - and biometric studies which open a new frontier in market research.

Tribal Marketing, Tribal Branding - Brendan Richardson 2013-07-30

Tribal branding allows marketers to benefit from greatly enhanced levels of consumer devotion to brands. Richardson incorporates the approach of ethno-marketing to expertly explain the opportunities for marketing and branding professionals to co-create brands with, and develop new ways of marketing to, tribal groups and brand communities.

Reengineering Retail - Doug Stephens 2017-03-22

Explores the coming retail revolution, which will affect retailers of all sizes. The author paints a bold vision of the future, where the very concept of what a store is, how consumers shop and even what retail's core revenue model is, will all be profoundly reinvented, and he illustrates the vast opportunities available for courageous brands and business leaders. With real world examples and insights from industry disruptors

Mirror Thinking - Fiona Murden 2020-07-09

Parents, friends, teachers, relatives, and even work colleagues - from the people close to us to those we never even meet - other people are constantly shaping who we are. The mirror neuron is a part of the brain that has shaped each and every one of us throughout our lifetimes. It is the very essence of what makes us human, but most of us have never even heard of it. *Mirror Thinking* explores how the mirror neuron has defined us through the role models we observe and interact with. All of the learning we take from our world is down to our brain's mirror system, but it doesn't stop there. This incredible system is also responsible for our emotional connections with others, how we pass on learning between the generations through stories, and how we imagine and innovate within our own minds. In *Mirror Thinking*, psychologist and award-winning author Fiona Murden looks at the mirrors that have shaped our lives: parents, friends, teachers, relatives, and even work colleagues. From the people close to us to those we never even meet - other people are constantly shaping who we are. By having a better understanding of this system we are able to take conscious control of it,

encouraging us to have a more positive impact on the world around us and on society as a whole.

Neuromarketing - Patrick Renvoise 2007-09-30

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 Renvoisé 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.

Leading Edge Marketing Research - Robert J. Kaden 2011-11-09

This book explores new and leading edge marketing research approaches as successfully practiced by visionaries of academia and the research industry. Ideal as either a supplementary text for students or as a guidebook for practitioners, this book showcases the excitement of a field where discoveries abound and researchers are valued for solving weighty problems and minimizing risks. The authors offer rich new tools to measure and analyze consumer attitudes, combined with existing databases, online bulletin boards, social media, neuroscience, radio frequency identification (RFID) tags, behavioral economics, and more. The reader will profit from the numerous contemporary case studies that demonstrate the key role of marketing research in corporate decision-making.

Buyology - Martin Lindstrom 2010-02-02

NEW YORK TIMES BESTSELLER • "A fascinating look at how consumers

perceive logos, ads, commercials, brands, and products.”—Time How much do we know about why we buy? What truly influences our decisions in today’s message-cluttered world? In *Buyology*, Martin Lindstrom 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 captures our interest—and drives us to buy. Among the questions he explores:

- Does sex actually sell?
- Does subliminal advertising still surround us?
- Can “cool” brands trigger our mating instincts?
- Can our other senses—smell, touch, and sound—be aroused when we see a product?

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.

[An Insider's Guide to Building a Successful Consulting Practice](#) - Bruce L. KATCHER Ph.D. 2010-03-15

Whether you’re a beginner just starting up a consulting practice, or a veteran looking for ways to invigorate your existing business, *An Insider’s Guide to Building a Successful Consulting Practice* is an invaluable resource. Featuring real stories from consultants in diverse industries, the book offers simple yet powerful ways to:

- Identify a market and narrow your focus
- Make a smooth transition from employee to independent consultant
- Sell effectively even if you’ve never sold before
- Establish visibility through speaking, writing, and networking
- Build credibility by leveraging the credibility of others
- Set prices based on value
- Develop a marketing strategy and divide your time between marketing and delivering your services
- Keep plenty of work in your pipeline
- Adapt and thrive in any market condition
- And much more

Complete with the results of an original survey of 200 successful independent consultants, this handy guide provides the kind of real-life advice you need to build a thriving business.

[Neuro Web Design](#) - Susan Weinschenk 2009-03-30

“While you’re reading *Neuro Web Design*, you’ll probably find yourself thinking ‘I already knew that...’ a lot. But when you’re finished, you’ll discover that your ability to create effective web sites has mysteriously improved. A brilliant idea for a book, and very nicely done.” – Steve Krug, author of *Don’t Make Me Think! A Common Sense Approach to Web Usability*

Why do people decide to buy a product online? Register at your Web site? Trust the information you provide? *Neuro Web Design* applies the research on motivation, decision making, and neuroscience to the design of Web sites. You will learn the unconscious reasons for people’s actions, how emotions affect decisions, and how to apply the principles of persuasion to design Web sites that encourage users to click. *Neuro Web Design* employs “neuro-marketing” concepts, which are at the intersection of psychology and user experience. It’s scientific, yet you’ll find it accessible, easy to read, and easy to understand. By applying the concepts and examples in this book, you’ll be able to dramatically increase the effectiveness and conversion rates of your own Web site.

Brainfluence - Roger Dooley 2011-10-21

Practical techniques for applying neuroscience and behavior research to attract new customers *Brainfluence* explains how to practically apply neuroscience and behavior research to better market to consumers by understanding their decision patterns. This application, called neuromarketing, studies the way the brain responds to various cognitive and sensory marketing stimuli. Analysts use this to measure a consumer's preference, what a customer reacts to, and why consumers make certain decisions. With quick and easy takeaways offered in 60 short chapters, this book contains key strategies for targeting consumers through in-person sales, online and print ads, and other marketing mediums. This scientific approach to marketing has helped many well-known brands and companies determine how to best market their products to different demographics and consumer groups. *Brainfluence* offers short, easy-to-digest ideas that can be accessed in any order. Discover ways for brands and products to form emotional bonds with customers Includes ideas for small businesses and non-profits Roger Dooley is the creator and publisher of *Neuromarketing*, the most popular

blog on using brain and behavior research in marketing, advertising, and sales Brainfluence delivers the latest insights and research, giving you an edge in your marketing, advertising, and sales efforts.

[The Brain Sell](#) - David Lewis 2013-09-23

How neuromarketing techniques help marketers more effectively sell their products — and what consumers need to know about it.

Essentials of Cognitive Neuroscience - Bradley R. Postle 2015-01-08

Essentials of Cognitive Neuroscience guides undergraduate and early-stage graduate students with no previous neuroscientific background through the fundamental principles and themes in a concise, organized, and engaging manner. Provides students with the foundation to understand primary literature, recognize current controversies in the field, and engage in discussions on cognitive neuroscience and its future. Introduces important experimental methods and techniques integrated throughout the text. Assists student comprehension through four-color images and thorough pedagogical resources throughout the text. Accompanied by a robust website with multiple choice questions, experiment videos, fMRI data, web links and video narratives from a global group of leading scientists for students. For Instructors there are sample syllabi and exam questions.

[Unlocking the Emotional Brain](#) - Bruce Ecker 2012

Unlocking the Emotional Brain offers psychotherapists and counselors methods at the forefront of clinical and neurobiological knowledge for creating profound change regularly in day-to-day practice.

The Science of Why - D. Forbes 2015-07-13

In this groundbreaking book, author David Forbes explains human motivation and provides ways that marketers can effectively reach the consumer. The book uses decades of psychology research and the author's own tool, the Forbes Matrix that identifies, organizes, and explains the nine core motivations.

Ethics and Neuromarketing - Andrew R. Thomas 2016-10-19

This book addresses the emerging field of neuromarketing, which, at its core, aims to better understand the impact of marketing stimuli by observing and interpreting human emotions. It includes contributions

from leading researchers and practitioners, venturing beyond the tactics and strategies of neuromarketing to consider the ethical implications of applying powerful tools for data collection. The rationale behind neuromarketing is that human decision-making is not primarily a conscious process. Instead, there is increasing evidence that the willingness to buy products and services is an emotional process where the brain uses short cuts to accelerate the decision-making process. At the intersection of economics, neuroscience, consumer behavior, and cognitive psychology, neuromarketing focuses on which emotions are relevant in human decision-making, and uses this knowledge to make marketing more effective. The knowledge is applied in product design; enhancing promotions and advertising, pricing, professional services, and store design; and improving the consumer experience as a whole. The foundation for all of this activity is data gathering and analysis. Like many new processes and innovations, much of neuromarketing is operating far ahead of current governmental compliance and regulation and thus current practices are raising ethical issues. For example, facial recognition software, used to monitor and detect a wide range of micro-expressions, has been tested at several airports—under the guise of security and counterterrorism. To what extent is it acceptable to screen the entire population using these powerful and intrusive techniques without getting passengers' consent? Citing numerous examples from the public and private sectors, the editors and contributing authors argue that while the United States has catalyzed technological advancements, European companies and governments are more progressive when it comes to defining ethical parameters and developing policies. This book details many of those efforts, and offers rational, constructive approaches to laying an ethical foundation for neuromarketing efforts.

Breakthrough Branding - Catherine Kaputa 2012-06-07

"Whether you're launching your own company, or are more of a reluctant entrepreneur, you face the imperative to build your brand. Kaputa has made this challenge her personal and professional study, and she shares secrets worth many times the cost of admission!" - Daniel H. Pink, author

of Drive and A Whole New Mind Even the smallest idea can have BIG impact when positioned correctly. Breakthrough Branding shows entrepreneurs, intrapreneurs, and small businesses alike the secrets to transforming a brainstorm into big bucks. From the grassroots growth of beverage brands like Red Bull, Honest Tea, and Innocent, to the exploding growth of digital brands like Twitter, Weibo, and Groupon; from the cult appeal of stores like Forever 21, to the success of virtual retailers like Zappos - successful companies of all types and sizes begin with three things: ambition, a winning idea, and a brand strategy. Branding expert Catherine Kaputa uses dozens of international brand histories to demonstrate what makes a brand thrive, and provides you with the tools to do the same. Learn how to define your audience, create a standout personality, and position yourself as superior to the competition - all by utilizing the power of branding! Packed with thoughtful reader exercises and filled with leading-edge social media strategies, Breakthrough Branding teaches novice start-ups to seasoned professionals how to leverage their assets to create a successful business.

Rewire Your Brain - John B. Arden 2010-03-22

How to rewire your brain to improve virtually every aspect of your life-based on the latest research in neuroscience and psychology on neuroplasticity and evidence-based practices Not long ago, it was thought that the brain you were born with was the brain you would die with, and that the brain cells you had at birth were the most you would ever possess. Your brain was thought to be “hardwired” to function in predetermined ways. It turns out that's not true. Your brain is not hardwired, it's "softwired" by experience. This book shows you how you can rewire parts of the brain to feel more positive about your life, remain calm during stressful times, and improve your social relationships. Written by a leader in the field of Brain-Based Therapy, it teaches you how to activate the parts of your brain that have been underactivated and calm down those areas that have been hyperactivated so that you feel positive about your life and remain calm during stressful times. You will also learn to improve your memory, boost your mood, have better

relationships, and get a good night sleep. Reveals how cutting-edge developments in neuroscience, and evidence-based practices can be used to improve your everyday life Other titles by Dr. Arden include: Brain-Based Therapy-Adult, Brain-Based Therapy-Child, Improving Your Memory For Dummies and Heal Your Anxiety Workbook Dr. Arden is a leader in integrating the new developments in neuroscience with psychotherapy and Director of Training in Mental Health for Kaiser Permanente for the Northern California Region Explaining exciting new developments in neuroscience and their applications to daily living, Rewire Your Brain will guide you through the process of changing your brain so you can change your life and be free of self-imposed limitations.

Thinking, Fast and Slow - Daniel Kahneman 2011-10-25

Major New York Times bestseller Winner of the National Academy of Sciences Best Book Award in 2012 Selected by the New York Times Book Review as one of the ten best books of 2011 A Globe and Mail Best Books of the Year 2011 Title One of The Economist's 2011 Books of the Year One of The Wall Street Journal's Best Nonfiction Books of the Year 2011 2013 Presidential Medal of Freedom Recipient Kahneman's work with Amos Tversky is the subject of Michael Lewis's The Undoing Project: A Friendship That Changed Our Minds In the international bestseller, Thinking, Fast and Slow, Daniel Kahneman, the renowned psychologist and winner of the Nobel Prize in Economics, takes us on a groundbreaking tour of the mind and explains the two systems that drive the way we think. System 1 is fast, intuitive, and emotional; System 2 is slower, more deliberative, and more logical. The impact of overconfidence on corporate strategies, the difficulties of predicting what will make us happy in the future, the profound effect of cognitive biases on everything from playing the stock market to planning our next vacation—each of these can be understood only by knowing how the two systems shape our judgments and decisions. Engaging the reader in a lively conversation about how we think, Kahneman reveals where we can and cannot trust our intuitions and how we can tap into the benefits of slow thinking. He offers practical and enlightening insights into how choices are made in both our business and our personal lives—and how

we can use different techniques to guard against the mental glitches that often get us into trouble. Winner of the National Academy of Sciences Best Book Award and the Los Angeles Times Book Prize and selected by The New York Times Book Review as one of the ten best books of 2011, *Thinking, Fast and Slow* is destined to be a classic.

Fashion Brands - Mark Tungate 2005

Analyzes fashion from a marketing perspective including brands, logos, advertising and psychology.

The Extended Mind - Richard Menary 2010

Leading scholars respond to the famous proposition by Andy Clark and David Chalmersthat cognition and mind are not located exclusively in the head.

The Future of the Mind - Michio Kaku 2015-02-17

Michio Kaku, the New York Times bestselling author of *Physics of the Impossible* and *Physics of the Future* tackles the most fascinating and complex object in the known universe: the human brain. *The Future of the Mind* brings a topic that once belonged solely to the province of science fiction into a startling new reality. This scientific tour de force unveils the astonishing research being done in top laboratories around the world—all based on the latest advancements in neuroscience and physics—including recent experiments in telepathy, mind control, avatars, telekinesis, and recording memories and dreams. *The Future of the Mind* is an extraordinary, mind-boggling exploration of the frontiers of neuroscience. Dr. Kaku looks toward the day when we may achieve the ability to upload the human brain to a computer, neuron for neuron; project thoughts and emotions around the world on a brain-net; take a “smart pill” to enhance cognition; send our consciousness across the universe; and push the very limits of immortality.

50 Psychology Ideas You Really Need to Know - Adrian Furnham 2013-10-01

How different are men and women's brains? Does altruism really exist? Are our minds blank slates at birth? And do dreams reveal our unconscious desires? If you have you ever grappled with these concepts, or tried your hand as an amateur psychologist, *50 Psychology Ideas You*

Really Need to Know could be just the book for you. Not only providing the answers to these questions and many more, this series of engaging and accessible essays explores each of the central concepts, as well as the arguments of key thinkers. Author Adrian Furnham offers expert and concise introductions to emotional behavior, cognition, mentalconditions--from stress to schizophrenia--rationality and personality development, amongst many others. This is a fascinating introduction to psychology for anyone interested in understanding the human mind.

Neuro Design - Darren Bridger 2017-02-03

Today, businesses of all sizes generate a great deal of creative graphic media and content, including websites, presentations, videos and social media posts. Most big companies, including Procter & Gamble, Coca-Cola, Tesco and Google, now use neuroscience research and theories to optimise their digital content. *Neuro Design* opens up this new world of neuromarketing design theories and recommendations, and describes insights from the growing field of neuroaesthetics that will enable readers to enhance customer engagement with their website and boost profitability.

Brand Seduction - Daryl Weber 2016-04-25

For many marketing professionals, “science” is a four-letter word. They see brand-building as an unteachable art guided by their intuition and experience. But at its core, marketing aims to seed ideas into people’s minds, make them feel a certain way, and, ultimately, get them to act. In *Brand Seduction*, Daryl reveals the latest psychological and neuroscientific discoveries about how our minds process brand information and make decisions, and the important roles our emotions and unconscious play in our selections. Welcome to the new world of neuromarketing. Through simple language, engaging stories, and real-world examples, *Brand Seduction* shows you how to decode, build, and use these hidden brand fantasies to grow your brand and business. You’ll learn: The surprising unconscious side of brands. The biggest myths about consumer psychology. The real role of emotions in building brands. Practical tools to use neuroscience to inspire better marketing. Everyone seems to have a different idea of what brands are, how they work, and

how they are built. Brand Seduction digs deeper into the nature of brands, how they exist and behave in the mind, and how marketers and business leaders can use this understanding to “seduce” customers and grow their businesses.

Relational-Cultural Therapy - Judith V. Jordan 2017-01-12

In this second edition of Relational-Cultural Therapy (RCT), Judith V. Jordan explores the history, theory, and practice of relationship centered, culturally oriented psychotherapy. Since the first edition, RCT has been widely embraced, with new research and applications, including developing curricula in social science graduate programs, providing a theoretical frame for an E.U.-sponsored symposiums, and enhancing team-building in workplaces.

Sold on Language - Julie Sedivy 2011-05-03

As citizens of capitalist, free-market societies, we tend to celebrate choice and competition. However, in the 21st century, as we have gained more and more choices, we have also become greater targets for persuasive messages from advertisers who want to make those choices for us. In *Sold on Language*, noted language scientists Julie Sedivy and Greg Carlson examine how rampant competition shapes the ways in which commercial and political advertisers speak to us. In an environment saturated with information, advertising messages attempt to compress as much persuasive power into as small a linguistic space as possible. These messages, the authors reveal, might take the form of a brand name whose sound evokes a certain impression, a turn of phrase that gently applies peer pressure, or a subtle accent that zeroes in on a target audience. As more and more techniques of persuasion are aimed squarely at the corner of our mind which automatically takes in information without conscious thought or deliberation, does 'endless choice' actually mean the end of true choice? *Sold on Language* offers thought-provoking insights into the choices we make as consumers and citizens – and the choices that are increasingly being made for us. Click here for more discussion and debate on the authors’ blog:

<http://www.psychologytoday.com/blog/sold-language> [Wiley disclaims all responsibility and liability for the content of any third-party websites that

can be linked to from this website. Users assume sole responsibility for accessing third-party websites and the use of any content appearing on such websites. Any views expressed in such websites are the views of the authors of the content appearing on those websites and not the views of Wiley or its affiliates, nor do they in any way represent an endorsement by Wiley or its affiliates.]

Unconscious Branding - Douglas Van Praet 2012-11-13

For too long marketers have been asking the wrong question. If consumers make decisions unconsciously, why do we persist in asking them directly through traditional marketing research why they do what they do? They simply can't tell us because they don't really know. Before marketers develop strategies, they need to recognize that consumers have strategies too . . . human strategies, not consumer strategies. We need to go beyond asking why, and begin to ask how, behavior change occurs. Here, author Douglas Van Praet takes the most brilliant and revolutionary concepts from cognitive science and applies them to how we market, advertise, and consume in the modern digital age. Van Praet simplifies the most complex object in the known universe - the human brain - into seven codified actionable steps to behavior change. These steps are illustrated using real world examples from advertising, marketing, media and business to consciously unravel what brilliant marketers and ad practitioners have long done intuitively, deconstructing the real story behind some of the greatest marketing and business successes in recent history, such as Nike's "Just Do It" campaign; "Got Milk?"; Wendy's "Where's the Beef?" ;and the infamous Volkswagen "Punch Buggy" launch as well as their beloved "The Force" (Mini Darth Vader) Super Bowl commercial.

Humanizing Big Data - Colin Strong 2015-03-03

Big data raises more questions than it answers, particularly for those organizations struggling to deal with what has become an overwhelming deluge of data. It can offer marketers more than simple tactical predictive analytics, but organizations need a bigger picture, one that generates some real insight into human behaviour, to drive consumer strategy rather than just better targeting techniques. Humanizing Big

Data guides marketing managers, brand managers, strategists and senior executives on how to use big data strategically to redefine customer relationships for better customer engagement and an improved bottom line. *Humanizing Big Data* provides a detailed understanding of the way to approach and think about the challenges and opportunities of big data, enabling any brand to realize the value of their current and future data assets. First it explores the 'nuts and bolts' of data analytics and the way in which the current big data agenda is in danger of losing credibility by paying insufficient attention to what are often fundamental tenets in any form of analysis. Next it sets out a manifesto for a smart data approach, drawing on an intelligent and big picture view of data analytics that addresses the strategic business challenges that businesses face. Finally it explores the way in which datafication is changing the nature of the relationship between brands and consumers and why this calls for new forms of analytics to support rapidly emerging new business models. After reading this book, any brand should be in a position to make a step change in the value they derive from their data assets.

Customer Sense - Aradhna Krishna 2013-05-06

An insightful look at how touch, taste, smell, sound, and appearance effect how customers relate to products on a sensory level, and how small sensory changes can make a huge impact. *Customer Sense* describes how managers can use this knowledge to improve packaging, branding, and advertising to captivate the consumer's senses.

Selling to the Old Brain - Patrick Renvoisé 2002

Each book also contains one folded 18"x36" poster with illustrations by Xplane.

Taking Care of Yourself (HBR Working Parents Series) - Harvard Business Review 2020-12-08

Have you taken time for yourself today? Too many working parents focus solely on those around them—their families, their work, and a never-ending list of other commitments—only to lose sight of what they need themselves. But neglecting your own needs and wants can prevent you from being happy, healthy, and productive. *Taking Care of Yourself*

provides expert advice to help you identify what you value most at work and at home, make choices that align with those values, and be the best version of yourself for your job and for your family. You'll learn to: Prioritize the tasks that are most meaningful to you—and let go of the rest Deal with complex feelings, including parental guilt and perfectionism Carve out time for self-care, including friends, hobbies, exercise, and sleep Communicate your needs to your boss and your family Feel more present, both at work and at home The HBR Working Parents Series provides support as you anticipate challenges, learn how to advocate for yourself more effectively, juggle your impossible schedule, and find fulfillment at home and at work. Whether you're up with a newborn or planning the future with your teen, you'll find the practical tips, strategies, and research you need to make working parenthood work for you.

Brand Storytelling in the Digital Age - S M A Moin 2020-10-26

Inextricably linked to human evolution, storytelling has always been a key element of the marketer's toolkit. However, despite extensive practitioner interest, academic research on the topic currently falls short. This book highlights how storytelling has evolved from an ancient art to contemporary marketing science, placing it in the context of digitisation and social media. It reflects the dramatic shift in brand storytelling in which marketers are in the driving seat, leaving consumers to do the navigating. Based within the context of AI, the influence of VR, AR, big data, and new media, this book predicts a creative renaissance in brand storytelling; one that will be at the intersection of science, art and humanity. The author suggests that there will be a shift from ad to art through the use of cognition and emotion, data and fiction. It suggests that through storytelling, brands will be able to connect with their customers' hearts and minds. Drawing upon interdisciplinary research on neuroscience, emotional attachment and narrative theory, the book critically analyses existing theories, practices and applications of storytelling, providing a platform for debate between academics, researchers and practitioners.

How We Decide - Jonah Lehrer 2010-01-14

The first book to use the unexpected discoveries of neuroscience to help us make the best decisions Since Plato, philosophers have described the decision-making process as either rational or emotional: we carefully deliberate, or we “blink” and go with our gut. But as scientists break open the mind’s black box with the latest tools of neuroscience, they’re discovering that this is not how the mind works. Our best decisions are a finely tuned blend of both feeling and reason—and the precise mix depends on the situation. When buying a house, for example, it’s best to let our unconscious mull over the many variables. But when we’re picking a stock, intuition often leads us astray. The trick is to determine when to use the different parts of the brain, and to do this, we need to think harder (and smarter) about how we think. Jonah Lehrer arms us with the tools we need, drawing on cutting-edge research as well as the real-world experiences of a wide range of “deciders”—from airplane pilots and hedge fund investors to serial killers and poker players. Lehrer shows how people are taking advantage of the new science to make better television shows, win more football games, and improve military intelligence. His goal is to answer two questions that are of interest to just about anyone, from CEOs to firefighters: How does the human mind make decisions? And how can we make those decisions better?

The Meaningful Brand - N. Hollis 2016-04-30

Instilling brand loyalty among consumers is the key to long-term success, and requires focusing on meaningful differentiation: functional, emotional, or societal. Supported by data analyses, case studies and interviews, *The Meaningful Brand* explores the four components of a distinguished brand: purpose, delivery, resonance, and difference.

The Political Mind - George Lakoff 2008

A New York Times best-selling author explains how the physical nature of the brain affects people's political decisions, suggesting that changing one's mind is just as much a physical process as it is a psychological function. By the author of *Don't Think of an Elephant!* 60,000 first printing.

Attached - Amir Levine 2012-01-05

“Over a decade after its publication, one book on dating has people

firmly in its grip.” —The New York Times We already rely on science to tell us what to eat, when to exercise, and how long to sleep. Why not use science to help us improve our relationships? In this revolutionary book, psychiatrist and neuroscientist Dr. Amir Levine and Rachel Heller scientifically explain why why some people seem to navigate relationships effortlessly, while others struggle. Discover how an understanding of adult attachment—the most advanced relationship science in existence today—can help us find and sustain love. Pioneered by psychologist John Bowlby in the 1950s, the field of attachment posits that each of us behaves in relationships in one of three distinct ways: • Anxious people are often preoccupied with their relationships and tend to worry about their partner's ability to love them back • Avoidant people equate intimacy with a loss of independence and constantly try to minimize closeness. • Secure people feel comfortable with intimacy and are usually warm and loving. Attached guides readers in determining what attachment style they and their mate (or potential mate) follow, offering a road map for building stronger, more fulfilling connections with the people they love.

The Willpower Instinct - Kelly McGonigal 2013-12-31

Based on Stanford University psychologist Kelly McGonigal's wildly popular course "The Science of Willpower," *The Willpower Instinct* is the first book to explain the science of self-control and how it can be harnessed to improve our health, happiness, and productivity. Informed by the latest research and combining cutting-edge insights from psychology, economics, neuroscience, and medicine, *The Willpower Instinct* explains exactly what willpower is, how it works, and why it matters. For example, readers will learn: • Willpower is a mind-body response, not a virtue. It is a biological function that can be improved through mindfulness, exercise, nutrition, and sleep. • Willpower is not an unlimited resource. Too much self-control can actually be bad for your health. • Temptation and stress hijack the brain's systems of self-control, but the brain can be trained for greater willpower • Guilt and shame over your setbacks lead to giving in again, but self-forgiveness and self-compassion boost self-control. • Giving up control is sometimes the only

way to gain self-control. • Willpower failures are contagious—you can catch the desire to overspend or overeat from your friends—but you can also catch self-control from the right role models. In the groundbreaking tradition of *Getting Things Done*, *The Willpower Instinct* combines life-changing prescriptive advice and complementary exercises to help readers with goals ranging from losing weight to more patient parenting, less procrastination, better health, and greater productivity at work.

Handbook of Media Branding - Gabriele Siegert 2015-08-07

This comprehensive handbook critically addresses current issues and

achievements in the field of media branding. By discussing media branding from different viewpoints, disciplines and research traditions, this book offers fresh perspectives and identifies areas of interest for further research. The authors highlight the peculiarities of this field and reveal links and commonalities with other areas of study within communication science. The chapters address different research areas, such as society-, content-, management-, audience- as well as advertising aspects of media brands. This handbook thus brings together contributions from different areas making it a valuable resource for researchers and experts from industry interested in media branding.