



Free Choice (Paperback)

By Clare Dimond

Lulu.com, United Kingdom, 2015. Paperback. Book Condition: New. 210 x 148 mm. Language: English . Brand New Book ***** Print on Demand *****.Where are the world's most influential experts in human behaviour? Not in clinics and universities. They are running advertising agencies, marketing departments and consumer-goods companies. They invest billions to understand our minds. (Some of us might require a bit more effort to understand than others.) Then they find the way in. Once there, they use their knowledge, research, experience and creative genius to get us to do, buy or think whatever will help the company succeed. They search for and even create powerful desires and cravings, then they show us how their brand will provide the solution.



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