

Decoding The New Consumer Mind How And Why We Shop And Buy

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Decoding The New Consumer Mind

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they need to be today: into the deeply psychological and often unconscious relationships that people have with products, retailers, marketing communications, and brands.

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Decoding the New Consumer Mind provides marketers with practical ways to tap into this new consumer psychology, and Yarrow shows how to combine technology and innovation to enhance brand image; win love and loyalty through authenticity and integrity; put the consumer's needs and preferences front and center; and deliver the most emotionally intense, yet uncomplicated, experience possible. Armed with Yarrow's strategies, marketers will be able to connect more effectively with consumers ...

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Award-winning consumer psychologist, Kit Yarrow, takes marketers on a tip-filled, guided tour of the radically revised minds and hearts of today's consumers. A decade of swift and stunning change has profoundly affected our psychology, and consequently how, when and why we shop and buy. In Decoding the New Consumer Mind , Yarrow illuminates the impact of three

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Kit Yarrow, PhD - Books

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styles to match the user's figure.

JOSSEY-BASS™

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Kit Yarrow, PhD

In Decoding the New Consumer Mind, award-winning consumer psychologist Kit Yarrow shares surprising insights about the new motivations and behaviors of shoppers, taking marketers where they need to be today: into the deeply psychological and often unconscious relationships that people have with products, retailers, marketing communications, and brands.

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Decoding the New Consumer Mind eBook by Kit Yarrow ...

Decoding the New Consumer Mind is full of great insights, fascinating cases, and actionable ideas. Susan Feldman, cofounder and chief merchandising officer, One Kings Lane Yarrow s concept of the radical individualism of consumers is inspiring but challenging. Her solution of promoting trust through connection is absolutely on target.

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