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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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### **Brandwashed by Martin Lindstrom - Goodreads**

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. (Perhaps even more so!)

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The answers are in Martin Lindstrom's Brandwashed: Tricks Companies Use to Manipulate Our Minds and Persuade Us to

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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.

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In Brandwashed brand consultant Martin Lindstrom's talks about the games and techniques that corporations and marketing

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departments use to get consumers to buy their products.

### **Brandwashed: Summary & Review | The Power Moves**

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 of Brand Sense Agency.

### **Martin Lindstrom - Wikipedia**

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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 ...**

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 influence and sometimes even control our lives.

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NPR stories about Brandwashed In an article for Fast Company magazine, Martin Lindstrom writes that Whole Foods places flowers by the store's entrance "to 'prime' us to think of

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### **Brandwashed - Martin Lindstrom - Google Books**

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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### **Brandwashed - Kogan Page**

Brandwashed reveals the marketing tricks of the world's largest companies, which play an increasingly important role in our

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everyday lives. Lindstrom's exposé will help you to avoid manipulation the next time you go shopping.

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