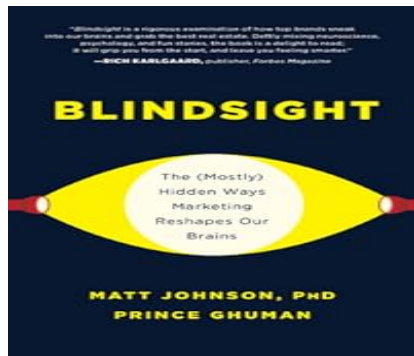


Blindsight: The (Mostly) Hidden Ways Marketing Reshapes Our Brains By Matt Johnson The ethics of marketing where consumers are unaware of the extent of the value exchange taking place and a new world with the buyer taking power and are briefly explored and could make a book of it's own in this interesting topical subject. The anecdote on how Perrier's marketing director couldn't identify Perrier from club soda raises the question: does this creation of narrative around a commodity product mean that marketing is merely hoodwinking people and somehow cheating them? I say no. The consumers enjoying these story products are quite likely enjoying them more (even if subtly) than if they hadn't been introduced to the narrative(s) -- and this is a real benefit and this book helped convince me of that. Final chapter: I think the author is a little too optimistic about the possibility of highly personalized.

Matt Johnson and Prince Ghuman have put together a fascinating look at how marketing interacts with brain physiology in Blindsight. The book takes a look at how marketing reshapes our brains and while the narrative feels a bit off at times and there are a handful of misspellings the work is painstaking and well-researched. Chock full of resources videos and even slide decks Blindsight is a worthwhile investment for anyone seeking to make more informed decisions -- not just in purchasing but in everyday life. Some of it was research I've already read about but they managed to make it feel fresh and it was great that they used examples of how big companies use these methods to influence how we decide to spend our money. Definitely recommend reading this so that you can shift from passenger to pilot in the consumer world Psychology Business Science Interesting applied psychology/marketing book like a business reading of Thinking Fast and Slow. Thought it would be similar to Lindstrom's Brandwashed but it has enough new stuff (plus I did read that book 10 years ago so probably forgot most things anyway) \_\_\_The gap between objective reality and subjective perception is the marketer's playground. The authors use this example to relate to the way we as consumers unconsciously receive information from the word around us including brand logos ads on news feeds as well as other deeper ways we absorb marketing messages. Learning how our experience of reality is directly influenced using mental models influenced by our beliefs can have a somewhat unstabling effect on first reading to realise how little we are actually in control of ourselves. And this is what brands depend on our beliefs in them and the whole psychological associations they build up in our minds such as the example given of Coca-Cola with 'happiness'. Another aspect explored is the importance for brands of getting the experiences they create for the consumer into our memories - their connection with us becomes a part of our own past and is called encoding. We can all relate to this childhood memories of ad jingles or a particular name or logo of a product from when we were younger that arouses surprising emotions that have been deeply lodged into our memories. 0: Monetizing Compulsive Behavior in the Digital Age' with detailed explanation of the dopamine rewards of popular guilty pleasures in music like Despacito Nickleback Backstreet Boys and Drake Oprah's use of over-delivery and anticipation social media and electro house music with the authors hilarious re-naming of dopamine as the drop-the-bass molecule! My favourite section was 'New and Safe' (NaS) in Chapter 8 - 'Why We Like What We Like' with its breakdown of NaS in pop culture film and the music industry. Examples of the use of the familiar with just the right amount of novelty are given for all these industries and reading this is like a penny-drop moment to see how manipulated our human needs are. Closing with a look into the future of marketing and that with that knowledge we could see a new way to consider our value is a really exciting idea and one that needs to be discussed more widely and shared by readers of this excellent book. Psychology Business Science



Ahh mind küll reklaamid ei mõjuta! Seda võime ju kõik mõelda ent kui mitte enne siis pärast raamatu lugemist on selge see kui varjatult ja kui hiilivalt suudab reklaamimaailm oma kombitsaid meie ellu ajada. Psychology Business Science I felt some déjà vu reading the first chapter and eventually realized that I had read all about this already in Subliminal: How Your Unconscious Mind Rules Your Behavior by Mlodinow. Example: Ronald McDonald House Charities may do good work but is its core purpose really to get 'em young and imprint the McD brand in a positive light as early as possible so these kids grow up to become McD eaters? Sadly probably. I had already read all about the Zeigarnik effect dopamine and the importance of random rewards in tech design in at least two books: Hooked by Eyal and The Power of Habit by Duhigg. Yes consumers ought to educate themselves to be more wary of the implications of their use of free digital products and the attention trade-off is a real one but I hardly think it would be a better world for us all to start paying for these digital products instead. The chapter touches on many of the same truths pointed out by Levitt in his seminal Marketing intangible products and product intangibles essay (if you haven't read that and are interested in marketing--you must). With the increased privacy considerations that almost all the major social networks have been making post-2016 US election that sort of creepy tactic would get shut down so fast it's not even funny. But there may also be limits on how much can be realistically communicated to average consumers about in-depth marketing tactics and the effects/implications of them without compromising the user experience and user-friendliness of a digital platform. See selgitab miks mõni inimene kipub piasiasjade kallal norima ja unustab suure pildi nägemise - suurt pilti näevad nimelt need kellel tuju hea :)Ja kummaline küll aga sain siit raamatust vastuse küsimusele miks minu 2015. Seda peaks teadma ka kõik annetuste kogujad et ühe inimese looga saab rohkem annetusi koguda mistõttu ei ole näiteks hea mõte ühes ja samas FB-postituses koguda raha mitmele inimesele korraga. Psychology Business Science This Book: When you here the word Corona you associate it with the beachMe: \*laughs in 2020\*This book has a bit of an odd obsession with Corona (the beer) as well as Game of Thrones. Reading this it also occurred to me that within this book in addition to being a powerful tool for learning to recognize this advertising (or at least becoming more self-aware about the ways it inevitably influences us) was a great starting point for anti-racist education. The problem I have with a lot of anti-racist texts (such as White Fragility) is that it relies on essentializing race to get it's point across often in a way that reinforces reducing individuals to symbolic representations of the race into which society categorizes them. I think this is the kind of book that can help the reader navigate fear-mongering tactics and historical narratives that reinforce negative racial views as well as recognize the cynical and manipulative woke-branding that uses supposedly anti-racist messaging for corporate profit. He is the author of the best selling consumer psychology book Blindsight: The (mostly) hidden ways marketing reshapes our brains (BenBella 2020) and Branding That Means Business (The Economist Fall 2022). As a contributor to major news outlets including Psychology Today Forbes and BBC he regularly provides expert opinion and thought leadership on a range of topics related to the human side of business. He is the author of the best selling consumer psychology book Blindsight: The (mostly) hidden ways marketing reshapes our brains (BenBella 2020) and Branding That Means Business (The Economist Fall 2022). As a contributor to major news outlets including Psychology Today Forbes and BBC he regularly provides expert opinion and thought leadership on a range of topics related to the human side of business. Matt currently resides in Boston MA where he is a Professor of Psychology of Marketing

and Hult International Business School and an instructor at Harvard University's Division of Continuing Education. [com {site\\_link}](#) Ever notice that all watch ads show 10:10 as the time? Or that all fast-food restaurants use red or yellow in their logos? Or that certain stores are always having a sale? You may not be aware of these details yet they've been influencing you all along. With eye-opening science engaging stories and fascinating real-world examples neuroscientist Matt Johnson and marketer Prince Ghuman dive deep into the surprising relationship between brains and brands. In *Blindsight* they showcase how marketing taps every aspect of our mental lives covering the neuroscience of pain and pleasure emotion and logic fear and safety attention and addiction and much more.

The authors highlight the importance consumers start to understand that their value is being traded and how data and psychology to define marketing today, Buyers providing value by sharing and providing data freely online 'buyer-generated content' is an area the authors feel strongly about. The conclusion that a realisation of our deep relationship with the consumer world can be an empowering awareness.

Such as Perrier: The authors even seek to spice up a potentially dry subject with some humor -- to varying success: Anyone with experience in the marketing world will be drawn in by the examples and all of us who have ever bought a thing ever will learn something about consumer psychology, Psychology Business Science This book was far better than I was expecting and Matt and Prince did a phenomenal job: Sometimes neuroscience bores me a little but they kept it fresh and interesting. Matt is a neuroscientist and Prince is a marketer so it was a really cool collaborative project. There's a lot of scientific research about how marketing affects our brain and I really got into it when it dove more into psychological studies. They even opened my eyes to some other manipulative tactics by marketers that I hadn't thought of and I have a background in marketing, I'm currently working on a book with some similar themes and it definitely gave me some fresh takes to take into consideration, I highly recommend it if you want to have a better understanding of how marketers and advertisers are getting you to spend money, Psychology Business Science Interesting narrative of how the consumer world works from both a marketing and a neuroscience standpoint, Great examples and explanation of brand marketing incidents that worked or didn't in the past and terms or conditions of the brain that make us susceptible to these tactics, The memories you have are earned if they had some sort of impact or a connection formed in your brain. Our brains construct mental models of reality which we experience: If the buyer believes the branding to be true their actual experience wearing the product reflects that. Switching contexts extends time or at least your perception of it. Great hosts know how to use context to craft a memorable experience by planning a range of different activities for the evening each in different spaces. Our habits and the contexts that help create them are extremely profitable enterprises. A Columbia Business School study found that people are more likely to be careless with their phone if there's a newer better version of the product available or soon to come: We went from cash to credit card swiping and signing to chipped credit cards to contactless or digital payments, Loss-framing marketing might as well be called FOMO marketing - act now or miss out! Dopamine isn't so much the pleasure molecule as the want molecule: The future eventually becomes the present and then letdown sets in: It would be accurate to call dopamine the 'future' molecule but calling it the 'drop the bass' molecule is more fun: The user never feels satisfied because there's no feeling of completing your task. In terms of driving website engagement it is indisputably effective, Something novel but with echoes of the familiar to make it more acceptable. Communication is the ability of the speaker to plant images and ideas into the listener's head. Psychology Business Science The book is a deep dive into the surprising relationship between brains and brands and aimed at consumers. The authors want to give readers the ability to see the unseeable when it comes to marketing so you can consume on your own terms, Most of us are all for finding out the way we are potentially 'tricked' in marketing and advertising and this book presents these findings in a fun interesting and funky way. The title *Blindsight* refers

to an ability that a very rare group of people have, People with blindsight cannot see they are legally blind but they can still process visual information and are able to navigate around obstacles, The book draws strongly on explaining the neuroscience of marketing and it's a fascinating education. Mõneti lausa hirmutav kui palju variante selleks on ning kui kergelt meie (ülimalt laisk!) aju kõige kaasa läheb. Selge on see et 100% lihtsalt ei ole võimalik kõiki reklaamitrikke vältida ent kui raamat loetud on olemas vähemalt teadlikkus mis on parem kui mitte midagi: The phenomenon of blind-sight is discussed at length in that book: The examples Johnson gives here are more marketing-oriented perhaps but didn't really provide much new in terms of insight on this subject: Chapter 2: If you've read a book on marketing before you've already read about anchoring but the authors do include some interesting examples that I hadn't encountered before. isn't it? But it makes for effective anchoring to the average unenlightened consumer: But again I've encountered the JC Penney/Ron Johnson example in I feel at least two other books I'd read. The chapters on memory were semi-interesting even if just to encourage one to be more critical of ostensibly charitable organizations, I wasn't familiar with the concept of K-factor and studies on varying self-control scales in different people so that was interesting to learn about, As someone in insurance marketing it was interesting to read that loss aversion-style marketing is generally more effective than gain emphasis-style marketing: Doubling down on finding more compelling and convincing arguments re: loss aversion will no doubt be important for marketers as consumers are getting savvier and the limited time b: Also I think the author is overly harsh toward free technology that is funded by advertising. The platform we're using now Goodreads follows a similar model and I value the utility of this website, The chapter on Essentialism is the book's best to my mind and a great summary of the importance of story and narrative in effective marketing: I liked the examples used throughout on how clever marketers have effectively imbued commodities with a narrative essence face-based marketing, The author calls for more transparency in the seller-buyer value transaction re: marketing especially digital marketing but doesn't really propose specific ideas, And while this is a nice sentiment I feel that the major social networks have made some good strides in this area over the past few years. Psychology Business Science See raamat peaks olema kohustuslik lugemine igale turundajale ja ettevõtjale õpetajale. Pole ammu nii palju alla jooninud ja järjehoidjaid vahele pistnud, Palju oli ka tuttavat mida isegi oma loengutes räägin aga sain siit üsna mitu uut mõtet millega oma müügipsühholoogia loenguid täiendada, Kõige ehmatavam oli vast teada saada et meie aju on mõjutatud ka sellisest sekundi murdosa kestvatest piltidest mida me ise ei näegi kuna nii kiirelt mööduvad, Samas on paljud riigid taolise peidetud reklaami ära keelanud aga kui palju sellest kinni peetakse on iseasi: Huvitav oli ka teada saada et halvas tujus olles keskendume rohkem üksikasjadele (lk 63), aastal kirjutatud lugu ausa ettevõtjale hinnast nii populaarseks sai: See seostub empaatiaga - nimelt liigutab inimesi ühe inimese siiralt jutustatud lugu. Räägi ühe inimese lugu ja räägi seda haaravalt siis on sellel ka tulemust, Raamatu lõpus paluvad autorid et selles olevaid teadmisi jagataks teistega - eriti turundajatega et nad teaksid olla hoolivamad oma tööpsühholoogiliste tagajärgede suhtes. Seda palvet täidan kohe kindlasti sest sain siit tõesti väga palju huvitavat teadmist. Loodan et oskan ise ka tulevikus paremini märgata mis minu ümber toimub: It explains the psychological marketing tricks that brands use to influence our brains to choose their products. But overall it helps you be aware on how you are being influenced by marketing in order to take action and make better decisions, Neither of these references age well but they do not undermine the points being made. It's distressing to think about all the ways we are subtly and subconsciously manipulated by the advertising (and media more generally that we are exposed to). But this book lays out how human brains are conditioned to think and respond, Within this we can begin to extrapolate all kinds of implicit biases including race in a way that recognizes our common humanity: To say nothing of the myriad ways we are influenced by our social media feeds dating apps and that music they play when Fedex puts you on hold. 10/10 would recommend this to everyone regardless of politics or whether they like pineapple on pizza, Psychology Business Science Matt Johnson PhD is a speaker researcher and writer specializing in the application of psychology and neuroscience to marketing, in Cognitive Psychology from Princeton University his work has

explored the science behind brand loyalty experiential marketing and consumer decision making, Matt is also passionate about Matt Johnson PhD is a speaker researcher and writer specializing in the application of psychology and neuroscience to marketing, in Cognitive Psychology from Princeton University his work has explored the science behind brand loyalty experiential marketing and consumer decision making. Matt is also passionate about helping brands use neuroscience to better understand serve and interact with their consumers: To this end he consults with a wide array of organizations including as an expert in residence for Nike. Every time you purchase swipe or click marketers are able to more accurately predict your behavior: These days brands know more about you than you know about yourself, We like to think of ourselves as independent actors in control of our decisions but the truth is far more complicated, Blindsight will give you the ability to see the unseeable when it comes to marketing so that you can consume on your own terms, On the surface you will learn how the brain works and how brands design for it, But peel back a layer and you'll find a sharper image of your psychology reflected in your consumer behavior: This book will change the way you view not just branding but yourself too: Blindsight: The (Mostly) Hidden Ways Marketing Reshapes Our Brains.

. If not it is just experience and will be forgotten. e.g. style coolness luxury. Brands matter because beliefs matter. Memory is our brain's attempt to connect us to the past. Celebrities are easy to dismiss as unrelatable or unrealistic. The everyperson influencer on the other hand isn't. For payment the quicker and easier the better. It responds to the sizzle not the steak. The endless scroll model has no psychological stopping points (c.f. netflix/youtube's autoplay). What your brain really loves is New and Safe. It's the Goldilocks zone of marketing. There is a great chapter titled 'Addiction 2.0'. A bit of a rehash of prior research this first chapter. The whole concept of the MSRP is pretty much B.S. Same with the Stanford marshmallow experiment. So a bit of a rehash here too. s. isn't enough (at least for me). Better to use real-life examples re: loss/what could happen. But the examples must ring true. Addiction 2.0 chapter: again mostly a rehash of prior books. Would I pay for it? Probably not. Facebook with its Privacy Checkup feature for example. Not that these platforms are perfect by any means. Something for another study perhaps. Aga aju näeb ja registreerib ära. See oli minu jaoks uus teadmine. Psychology Business Science Easy and entertaining to read. It uses fun and interesting examples. This is counterproductive and dehumanizing to everyone. Following his Ph.D. Following his Ph.D. Find out on his website at mattjohnsonisme. Blindsight is here to change that