



# Decoded: The Science Behind Why We Buy

By Phil Barden



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In this groundbreaking book Phil Barden reveals what decision science explains about people's purchase behaviour, and specifically demonstrates its value to marketing.

He shares the latest research on the motivations behind consumers' choices and what happens in the human brain as buyers make their decisions. He deciphers the 'secret codes' of products, services and brands to explain why people buy them. And finally he shows how to apply this knowledge in day to day marketing to great effect by dramatically improving key factors such as relevance, differentiation and credibility.

- Shows how the latest insights from the fields of Behavioural Economics, psychology and neuro-economics explain why we buy what we buy
- Offers a pragmatic framework and guidelines for day-to-day marketing practice on how to employ this knowledge for more effective brand management - from strategy to implementation and NPD.
- The first book to apply Daniel Kahneman's Nobel Prize-winning work to marketing and advertising
- Packed with case studies, this is a must-read for marketers, advertising professionals, web designers, R&D managers, industrial designers, graphic designers in fact anyone whose role or interest focuses on the 'why' behind consumer behaviour.
- Foreword by Rory Sutherland, Executive Creative Director and Vice-Chairman, OgilvyOne London and Vice-Chairman, Ogilvy Group UK
- Full colour throughout

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## **Decoded: The Science Behind Why We Buy** By Phil Barden Bibliography

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### Editorial Review

#### Review

*'...he sets out to build the most comprehensive bridge yet between decision science and the day-to-day business of marketing.... 'Decoded' shows understanding behaviour is not the enemy of creativity but a springboard to it. Creatives more than anyone need to embrace it – not make it planning or research's responsibility or assume a new video on YouTube renders the hardwiring of our brains irrelevant. Advertising will never be a science but it's more science than most working in it realise'* (25th January 2013, <http://mumbrella.com.au>)

#### Review

“When Phil first introduced me to this new and important understanding it crystallised my fears that the long-standing approach to marketing needed to be fundamentally re-evaluated. In his book, he not only persuasively and cogently argues his case but also shows how we need to think in new ways to maximise our marketing efficiency and effectiveness”

—**Sean Gogarty**, Senior Vice President, Household Care, Unilever

“A perfect mixture of deep ideas from visual and decision neuroscience, and clear pictures of why those ideas matter for marketing”

—**Colin Camerer**, Robert Kirby Professor of Behavioral Economics, Caltech

"A must read for marketing managers who wish to deepen their understanding of the vagaries of the consumer behavior. The difficult subject matter is presented in an accessible, logical and concise manner. I will certainly use this book in my graduate classes”

—**Leon Zurawicki**, Professor of Marketing, University of Massachusetts

"Marketing has, for a long time, been an uneasy tussle between art and science: Decoded gives the discipline a very healthy and eminently accessible push in the direction of the latter. All marketers should read it

"—**Philip Graves**, Author of Consumer.ology

#### From the Back Cover

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“Over the last 10 years, there have been many attempts by marketers and their advisors to make sense of the explosion of learnings from cognitive neuroscience. But none is more

useful than this: not only is the science explained clearly and precisely but the implications for marketers are made practical and understandable. Decoded is a must-read. Bravo!”

—**Mark Earls**, Author of Herd and I’ll Have What She’s Having

“At last a book that unlocks the mystery of brand equity written by a man who’s worked at the Marketing coal face for over 25 years. Decoded should be compulsory reading for all brand owners. We know, as one of Phil’s clients, that his approach is grounded in the reality of managing brands - and it works!”

—**Chris Barrow**, General Manager Marketing, BT plc

“Phil has a way of marrying the art and the science which makes it cutting edge but practical, distinctive but simple; in short any commercial marketer cannot afford to miss this book – it will change the way you approach things forever”

—**Lysa Hardy**, CMO NBTY Europe

“With Decoded Barden gives the power of advertising empirical foundation. A must for agency planners and creatives alike”

—**Margaret Johnson**, Group CEO, Leagas Delaney

“I found this book a real page-turner. Phil Barden has the rare knack of turning scientific experiments and marketing examples into a fascinating story of how human beings really work”

—**Wendy Gordon**, Founding Partner, Acacia Avenue

Decoded:

- reveals the latest science behind why consumers buy what they buy
- guides the reader pragmatically through the fascinating insights of decision science and the opportunities they provide for more effective marketing
- clearly demonstrates, through its case studies, the concrete applications of this new understanding to every day marketing

“This is a very good book that does three difficult things: it pulls together a lot of recent academic evidence on consumer behaviour from both neuroscience and behavioural economics; it consistently relates this evidence to practical marketing issues, illustrated with real-world examples; it is extremely readable. I recommend it to all marketers with more than an ounce of intellectual curiosity - and even to those with none, if they don’t want to get left behind by these developments”

—**Patrick Barwise**, Emeritus Professor at London Business School, Chairman of Which? and co-author of Simply Better and Beyond the Familiar

“Our implicit motivations drive most of our decisions and actions every day. Phil Barden understands this, explains it, and clearly demonstrates how to use this new understanding to the benefit of more effective, action driven, marketing”

—**Phil Chapman**, Vice President Chocolate Category, Mondelez

“The first practical application of Kahneman’s Nobel Prize-winning work to everyday marketing - brilliant!”

—**Paul Fishlock**, Founder of ad agency Behaviour Change Partners

## Users Review

**From reader reviews:**

### **Leticia Hodges:**

This Decoded: The Science Behind Why We Buy book is just not ordinary book, you have it then the world is in your hands. The benefit you receive by reading this book is usually information inside this publication incredible fresh, you will get details which is getting deeper anyone read a lot of information you will get. This kind of Decoded: The Science Behind Why We Buy without we recognize teach the one who studying it become critical in considering and analyzing. Don't be worry Decoded: The Science Behind Why We Buy can bring whenever you are and not make your carrier space or bookshelves' turn out to be full because you can have it with your lovely laptop even telephone. This Decoded: The Science Behind Why We Buy having good arrangement in word in addition to layout, so you will not feel uninterested in reading.

### **Christine Willis:**

Nowadays reading books become more and more than want or need but also turn into a life style. This reading addiction give you lot of advantages. The benefits you got of course the knowledge even the information inside the book in which improve your knowledge and information. The information you get based on what kind of publication you read, if you want attract knowledge just go with education books but if you want feel happy read one having theme for entertaining such as comic or novel. Often the Decoded: The Science Behind Why We Buy is kind of e-book which is giving the reader erratic experience.

### **George Falls:**

Spent a free time and energy to be fun activity to accomplish! A lot of people spent their sparetime with their family, or their friends. Usually they undertaking activity like watching television, planning to beach, or picnic in the park. They actually doing same thing every week. Do you feel it? Do you want to something different to fill your free time/ holiday? Could possibly be reading a book can be option to fill your no cost time/ holiday. The first thing you ask may be what kinds of reserve that you should read. If you want to try out look for book, may be the e-book untitled Decoded: The Science Behind Why We Buy can be great book to read. May be it is usually best activity to you.

### **Virginia McNally:**

Can you one of the book lovers? If yes, do you ever feeling doubt when you are in the book store? Attempt to pick one book that you just dont know the inside because don't ascertain book by its include may doesn't work at this point is difficult job because you are scared that the inside maybe not because fantastic as in the outside appear likes. Maybe you answer might be Decoded: The Science Behind Why We Buy why because the amazing cover that make you consider concerning the content will not disappooint a person. The inside or content will be fantastic as the outside or perhaps cover. Your reading 6th sense will directly show you to pick up this book.

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