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Chris Hackley is Professor of Marketing at the School of Management, Royal Holloway University of London.  
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Large-scale marketing is not about persuading people to make buying decisions; it is about framing choices to make their buying decisions redundant. The best marketing doesn't just focus on the individual psychology of the consumer in isolation, but operates at a cultural level, taking into account

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The best marketing doesn't just focus on the individual psychology of the consumer, it operates at a cultural level. It frames choices so that the consumer isn't aware their buying decisions are being influenced. Hackley shows how marketing must set the scene and identify the broader cultural context to successfully influence consumers.

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