

## UNCONSCIOUS BR ANDING VAN PRAET DOUGLAS%0A

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Unconscious Branding by Douglas Van Praet -  
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In Unconscious Branding, Van Praet offers a rare combination of advertising savvy and behavioral science insights. This book is a must-read not just for neuromarketing devotees, but for any marketer wanting to understand the roots of consumer behavior and how to employ that knowledge to create better ads.

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Unconscious Branding: How Neuroscience can empower (and inspire) marketing by Douglas Van Praet June 4, 2016 Dejan By using this or that brand we signal the world our beliefs, what we stand for, and who we want to be, or how do we want to be perceived as.

Unconscious Branding | Douglas Van Praet | Macmillan

Doug Van Praet knows what's going on in your mind better than you do. This is the only book that finally provides a useful 'how to' when it comes to applying neuroscience to marketing. We're using it. It works.

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In Review: Unconscious Branding Book Summary The key message in this book: Centering a marketing strategy around human behavior is the most effective way to create a relevant brand.

Unconscious Branding by Douglas Van Praet OverDrive ...

Douglas Van Praet is executive vice president at Deutsch LA, one of the nation's hottest ad agencies, where his

responsibilities include group planning director for the iconic, highly acclaimed and coveted Volkswagen account. He is the author of *Unconscious Branding: How Neuroscience Can Empower (and Inspire) Marketing* [Douglas Van Praet] on Amazon.com. \*FREE\* shipping on qualifying offers. For too long marketers have been asking the wrong question. If consumers make decisions unconsciously,

### **Unconscious Branding: How Neuroscience Can Empower (and Inspire) Marketing** [Douglas Van Praet] on Amazon.com. \*FREE\* shipping on qualifying offers.

For too long marketers have been asking the wrong question. If consumers make decisions unconsciously, why do we persist in asking the wrong question? In *Unconscious Branding: How Neuroscience Can Empower (and Inspire) Marketing*, Douglas Van Praet applies the latest research in neuroscience to marketing, showing how to harness the power of the unconscious mind to create more effective marketing campaigns. This book is a must-read for anyone interested in marketing, branding, or consumer behavior.

### **Douglas Van Praet - Founder - Unconscious Branding - LinkedIn**

Douglas Van Praet is founder of Unconscious Branding, a brand strategy consultancy whose approach to marketing draws from Unconscious Behaviorism and applies neurobiology, evolutionary psychology, and behavioral economics to marketing.

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The executive vice president of ad agency Deutsch LA argues that successful advertising depends on recognizing the subtleties of nonverbal communication, body language, and unconscious micro-expressions of emotions. In other words, Van Praet writes in his debut, marketers can profitably apply the latest research in neuroscience to marketing, showing how to harness the power of the unconscious mind to create more effective marketing campaigns. This book is a must-read for anyone interested in marketing, branding, or consumer behavior.

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Douglas Van Praet is the author of *Unconscious Branding: How Neuroscience Can Empower (and Inspire) Marketing*. He applies unconscious behaviorism, neurobiology, and evolutionary psychology to marketing, showing how to harness the power of the unconscious mind to create more effective marketing campaigns. This book is a must-read for anyone interested in marketing, branding, or consumer behavior.

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*Unconscious Branding* on Google Books Douglas Van Praet takes the most brilliant and revolutionary concepts from cognitive science and applies them to how we market, advertise, and consume in the modern digital age.

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