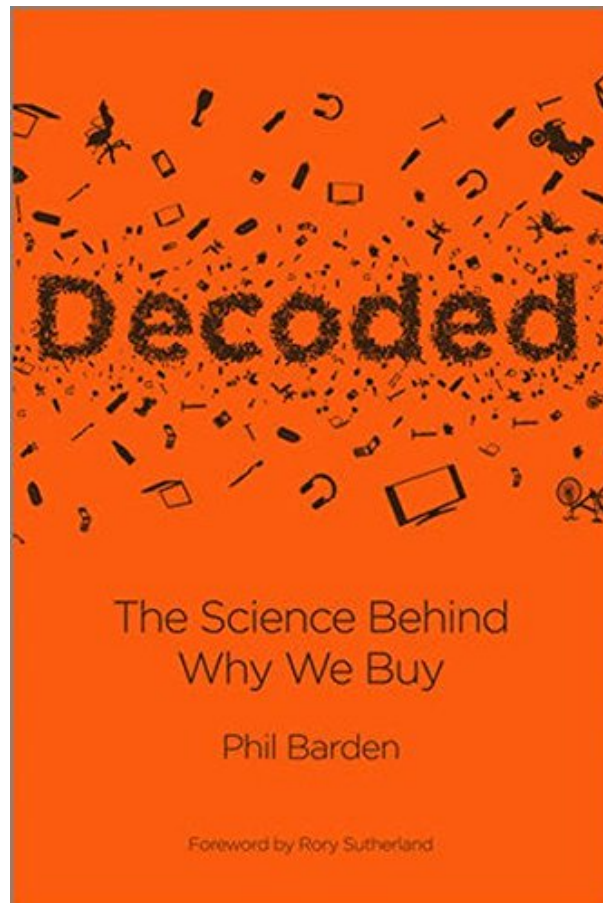
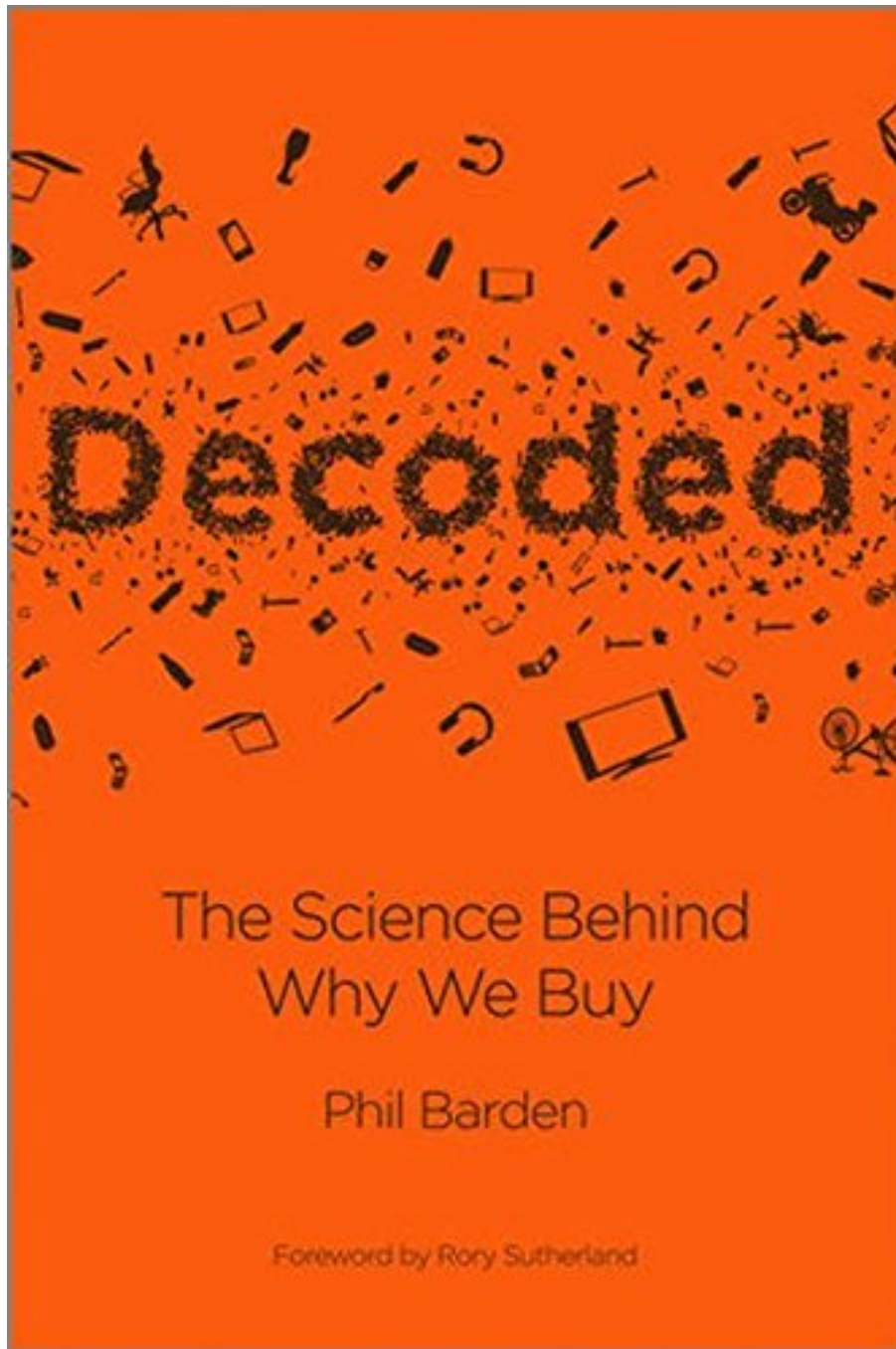


# DECODED: THE SCIENCE BEHIND WHY WE BUY BY PHIL BARDEN



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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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- 288 pages

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Most helpful customer reviews

9 of 10 people found the following review helpful.

Delicious!

By Mike

The content is probably not new to a marketing professional who keeps current for example Sheena Iyengar's book *The Art of Choosing* covers some of this material as does *Blink: The Power of Thinking Without Thinking*, *Outliers: The Story of Success* and *Brains: How They Seem to Work* (FT Press Science).

However this book brings together and presents this information with the focus on marketing and sales. The authors prose are easy to read and engaging and the examples are all drawn within the purchasing decisions context. The author centers his discussion around Daniel Kahneman's Nobel Prize winning research framework on human decision making and how that is exploited. I really enjoyed this book and think marketing professionals and general readers will too.

After reading the book I wondered if the author's choice of cover, ratio of words to diagrams/illustrations/pictures and chapter lengths had influenced why I liked this book so much - so I dropped it a star just in case ...

12 of 15 people found the following review helpful.

Decoded

By Debra

Honestly the most impressive part of the book is how beautiful the physical book is. The layout is flawless, the pages are glossy and high quality, and the entire book is in full color with lots of illustrations.

The audience is more specific than I anticipated. It seems to be exclusively written to people working at huge firms selling tangible products that have large marketing budgets and no background in psychology. If you fit into that category, that's great and you will get quite a lot out of this book.

Unfortunately for me, I really don't fall into that category at all. My undergrad degree was in psychology and a lot of the principles and studies he talks about we covered repeatedly throughout college. At this point, they're unoriginal and cliché. That's fine if you're not familiar with them, but if you've ever taken an upper level psych course, there isn't a whole lot of new information here. The applications are sometimes interesting, but I do think he could have been a bit more original than how people perceive optical illusions, for example.

The other disappointment I had is that "buying" refers exclusively to tangible products in this book. In fact, it was so specific to products and brands (think Coke, deodorant, cars, Tropicana, etc.) that I had a hard time extrapolating much of anything to take away for my small service based business. It's great that when people are walking through a store they choose one product over another for whatever reason, but what about when they're looking for a service? How do people choose then? I think service based industry deserved at least a chapter, or a mention or something.

It's also really not geared toward small business. It assumes that as you're applying these principles you'll have a marketing team with a large budget.

The book had some interesting points and as I mentioned, if you're in a specific category of people by all means pick it up and read it. The writing is engaging and if you're not familiar with the material already it will be fascinating. Otherwise, I would look for something more specific to your situation. This is definitely not one for everybody.

1 of 1 people found the following review helpful.

What Marketers Need to Know about Decision Science

By Rebecca Haden

This book is written by a marketing expert for marketers. It takes information about decision making from recent studies in economics and neuropsychology and provides clear applications to everyday marketing decisions.

Here are just a few of the big points you'll learn in this book:

- \* Strong branding encourages shoppers to make decisions without logical decision-making.
- \* Most marketing communications need to deliver their core message in seconds (like -- 2 to 4 seconds).
- \* It's easier to change behaviors than beliefs, and changes in belief often follow changes in behavior.

The book offers a very readable main narrative. There is also a "Science box" in most chapters which lays out the basic research that supports the applications proposed in the chapter, with references. Each chapter ends with a summary: "What we have learned in this chapter/ What this means to us as marketers."

There are lots of research reports. We learn, for example, that brain scans have found that seeing a product activates pleasure centers while seeing a price activates parts of the brain associated with pain. Asked whether or not they would buy the product they saw, subjects made yes/no decisions in line with the relative intensity of the pleasure involved in thinking of the product compared with the pain of paying the price --

that's how our brains decide whether an item is worth buying.

These research reports are aligned with case studies mostly involving consumer goods. For example, the pleasure/pain ratio described above is followed by an examination of brands of shower gel. One brand makes a satisfying click when opened and has a bottle that suggests greater power by using visual cues associated with cars and high performance. The consumer reaching for this brand is buying a powerful morning jump start -- which is worth more than mere soap, and therefore commands a higher price.

There are also "Suggestion" boxes recommending that we take immediate actions like checking our strategic papers to make sure that they take our customers' goals into account or thinking about items we've purchased based on the brand rather than the benefits or features of the item.

Through this combination of basic information about human information and emotion processing with practical marketing information, the book explores the path from initial awareness of a product to purchase of that product, considering issues like branding, packaging, and usability.

This is a book to be studied and used. It would be a great book for a study group or even a class. It's also a fascinating read for marketers and those interested in decision science.

See all 28 customer reviews...

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