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Behind Why We Buy by Phil ...

With over 25 years experience in marketing at Unilever, Diageo and T-Mobile, and 5 years in decision science at Decode Marketing, Phil Barden published his book entitled Decoded: The Science Behind Why We Buy in February 2013, as he decided to share with us his experience of a new mental

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model of consumer decision making that he acknowledged from the latest research results published in neuroscience (in particular decision and visual neuroscience), social psychology and behavioral economics.

Decoded: The Science Behind Why We Buy (Book Review ...

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Decoded offers a cogent, psychologically-informed and practical approach to making your marketing more psychologically smart. Rather than detracting from its appeal, the fact that Phil Barden is a seasoned marketer – with his own agency (Decode Marketing) – rather than a psychologist, helps. It's low on psychobabble and heavy on

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example; and this will appeal to marketers.

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This circles back to Wanamaker's observation - half of the dollars spent are wasted. Phil Barden, author of Decoded - The Science Behind Why we

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Buy, has written a well researched book with the goal of turning advertising and marketing into more of a scientific endeavor. To achieve the goal of making advertising and marketing more scientific, we first need to understand the psychology behind how humans make decisions.

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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,

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through its case studies, the concrete applications of this new understanding to every day marketing

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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

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marketing clearly demonstrates, through its case studies, the concrete applications of this new understanding to every day marketing

Decoded. The Science Behind Why We Buy - Research and Markets

Phil Barden's book, Decoded, explains the science behind consumers' decision

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