



Branding with Brains: The science of getting customers to choose your company (Financial Times Series)

Tjaco Walvis

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
What has neuroscience got to do with branding? The link may not be immediately obvious, but the fact is, our brains select brands in much the same way that Google selects websites. So, just as web marketers play on Google's algorithm to make sure their site appears as high up the search list as possible, brand marketers should play on the *brain's* algorithm to make sure their brand is at the top of their customers' minds at the moment they choose which brand to buy.

This ground-breaking new book brings the proven effects of hard science to the creative practice of branding. It shows you how to harness this powerful combination to your own advantage by helping you understand how customers' brains work when they choose brands. A strong brand cannot be build effectively without taking into account the laws of the brain – which, as this book shows, really exist and can be scientifically proven to work. Once you know this, you can apply the familiar branding laws of relevance, coherence and participation more precisely, more confidently and to much greater effect. This means your brand will have a much greater chance of being chosen by customers than your competitors' brands.

Branding with Brains shatters the conventional approach to branding, which is based on hunches and intuition, by uncovering the hard, scientific truth about *why* customers choose some brands over others. Insights into company stories, from Leica to Innocent Drinks, from Starbucks to Schipol International Airport, give you the fascinating truth about how the processes that go on in our brain affect our decisions to buy a particular product or service. All in all, this breathtakingly radical new book from Tjaco Walvis presents a daringly different, state of the art approach to brand strategy that will help you build powerful brands more efficiently, more effectively and more reliably than ever before.

Branding really is all in the mind – and this book proves it!

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