



## Marketing to the Mind: Right Brain Strategies for Advertising and Marketing (Hardback)

By Richard L. Fulton, Richard C. Maddock

ABC-CLIO, United States, 1996. Hardback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Very few books deal with the unconscious mind-the right side of the brain-and how advertising affects and directs it. This one does exactly that. Psychologist Maddock and his co-author Fulton give the readers a clear understanding of how the mind works, based on up-to-date research, and a new way to understand human motivation and behavior. Drawing uniquely from medicine, clinical psychology, and the practice of marketing, they combine insights and principles that will provide advertisers with almost a blueprint for executing creative strategies and developing marketing plans with a better chance of success. In so doing the authors make clear that marketing to the mind is a diagnostic technique, a way to quickly and inexpensively analyze consumer resistance. With concepts, theories, and research clearly laid out, the authors show how the technique can be applied to a variety of products and services. A practical and engrossing book for the advertising and marketing community, and for teachers, consultants, and students too. Maddock and Fulton introduce a third dimension to marketing and a completely new marketing theory based totally upon unconscious motivation. Most marketing theory...



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