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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 example; and this will appeal to marketers.

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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 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.

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Decoded: The Science Behind Why We Buy. Phil P. Barden. Wiley, Jan 10, 2013 - Business & Economics - 280 pages. 0 Reviews. In this groundbreaking book Phil Barden reveals what decision science explains about people's purchase behaviour, and specifically demonstrates its value to marketing.

Decoded: The Science Behind Why We Buy - Phil P. Barden ...

Decoded The Science Behind Why We Buy Phil Barden ©2013 by John Wiley & Sons Adapted by permission of John Wiley & Sons ISBN: 978-1118345603 Key Concepts • Consumers' decision making is based on the equation: $\text{net value} = \text{reward} - \text{pain}$. People want the most possible rewards for the least amount of pain (cost).

December 3, 2013 Decoded - GCATD

Why do consumers buy what they buy? Decoded provides a journey through

fascinating insights from decision science. It is a practitioner's guide showing how to apply this valuable leading edge knowledge on consumer decision-making to our day to day marketing work.

About the Book - Decoded

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