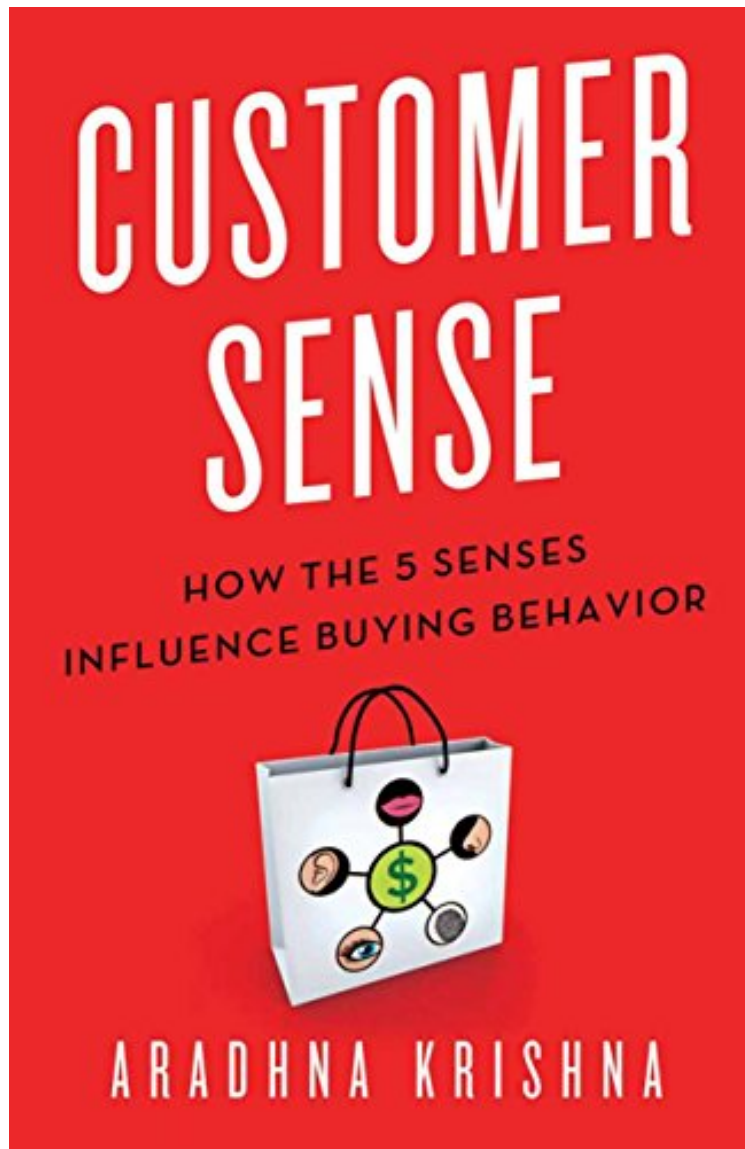


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Customer Sense: How the 5 Senses Influence Buying Behavior

Aradhna Krishna

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Aradhna Krishna : Customer Sense: How the 5 Senses Influence Buying Behavior before purchasing it in order to gauge whether or not it would be worth my time, and all praised Customer Sense: How the 5 Senses Influence Buying Behavior:

2 of 2 people found the following review helpful. best book in sensory marketing By lukI would consider this as a "must-have" if you work/do research in marketing, or if you are simply interested in the topic. The book is well written, fun, and very informative. I have the impression that a change of paradigm is happening in marketing. And, as it is already possible to see, sensory marketing will play a huge role in the future. This book represents the best

reference I have found. Yes, I have read many other books on the topic. Most of them, though, are written by practitioners or writers without much understanding of what is "science" and what is "tale." Krishna, working in academia, based her book on solid scientific roots, being able, however, to present her argumentations in a very easy and clear way. 0 of 0 people found the following review helpful. Must read all around! By Nomad This is an interesting, useful, highly readable, and timely book. In the experience economy of today, it is imperative for both academics and managers to understand how we experience through our five senses. This is the understanding the book provides. For academics, this book provides a concise understanding of what we know and don't know, creating an opportunity for new research to fill the gaps. For managers, by clearly laying out what we know, the book provides the levers and a road map for creating a differentiating brand experience, so crucial for success in today's market place. It's a must read all around. 0 of 0 people found the following review helpful. Excellent Book on Sensory Marketing By Marketer This is an excellent book for anyone interested in sensory marketing. The book is written in a very intelligent, witty, and easy-to-follow style. Given the rising importance of sensory aspects of marketing, this is a must-read book for anyone interested in marketing management in general. This book provides a very good overview of how our senses (related to vision, audition, smell, taste, and touch) influence our behavior. I also found the illustrative examples very helpful. Overall, a very interesting book, written by a high-profile Marketing scholar.

An insightful look at how touch, taste, smell, sound, and appearance effect how customers relate to products on a sensory level, and how small sensory changes can make a huge impact. Customer Sense describes how managers can use this knowledge to improve packaging, branding, and advertising to captivate the consumer's senses.

"A sophisticated, easy-handed elucidation of the practice of marketing to our senses." - Kirkus "Marketers have been using sensory experiences to help promote brands for many years to varying degrees of success. It seems to be a hit or miss proposition. In this groundbreaking book, Customer Sense, Aradhna Krishna shows how the science of senses works and how marketers can effectively use smell, taste, touch, vision, and sound to develop and promote any brand or product. This book should be on every marketer's and product developer's shelf." - Jennifer Aaker, Professor of Marketing, Stanford University "The sense of smell is our most evocative and emotional sense. Scents can trigger memories and emotions that are deeply meaningful and inspiring - your favorite childhood toy, the moment you fell in love - and can change our behaviors and alter our moods. In Customer Sense, Dr. Krishna explores how smell and the other four senses interact with consumers to influence our attitudes and opinions about a product. This book is for anyone who is looking to connect with customers at a multisensory level and where their most fundamental motivations lie." - Rachel Herz, PhD, Author of The Scent of Desire, Adjunct Professor, Department of Psychiatry and Human Behavior, Brown University Medical School "Customer Sense opens up new windows into the many ways we perceive brands at the deepest, most fundamental levels. It will increase your marketing insight fivefold, one sense at a time, with practical ways to maximize the full range of customer experience." - Douglas Van Praet, author of Unconscious Branding: How Neuroscience Can Empower (and Inspire) Marketing From the Back Cover "Marketers have been using sensory experiences to help promote brands for many years to varying degrees of success. It seems to be a hit or miss proposition. In this groundbreaking book, Customer Sense, Aradhna Krishna shows how the science of senses works and how marketers can effectively use smell, taste, touch, vision, and sound to develop and promote any brand or product. This book should be on every marketer's and product developer's shelf." -- Jennifer Aaker, Professor of Marketing, Stanford University "The sense of smell is our most evocative and emotional sense. Scents can trigger memories and emotions that are deeply meaningful and inspiring--your favorite childhood toy, the moment you fell in love-- and can change our behaviors and alter our moods. In Customer Sense, Dr. Krishna explores how smell and the other four senses interact with consumers to influence our attitudes and opinions about a product. This book is for anyone who is looking to connect with customers at a multisensory level and where their most fundamental motivations lie." -- Rachel Herz, PhD, Author of The Scent of Desire, Adjunct Professor, Department of Psychiatry and Human Behavior, Brown University Medical School "Customer Sense opens up new windows into the many ways we perceive brands at the deepest, most fundamental levels. It will increase your marketing insight fivefold, one sense at a time, with practical ways to maximize the full range of customer experience." -- Douglas Van Praet, author of Unconscious Branding: How Neuroscience Can Empower (and Inspire) Marketing About the Author Dr. Aradhna Krishna is the Dwight F. Benton Professor of Marketing at the Ross School of Business, University of Michigan, USA having previously served as a faculty member at Columbia University, New York University, and the National University of Singapore. Her work on investigating how consumers respond to changes in pricing, promotion, packaging, and branding has been cited in The New York Times, The Wall Street Journal, the Chicago Tribune, the Huffington Post, and on NPR. She has had numerous articles published in venues such as the Journal of Consumer Research, Journal of Economic Theory, Journal of Consumer Psychology, Management Science, Journal of Retailing, Journal of Marketing, Journal of Experimental Psychology, and the Harvard Business . She is the senior area editor for the Journal of Consumer Psychology and an area editor for Management Science, and she sits on the editorial board of the Journal of Marketing Research as well as the Journal of

Consumer Research. She has also worked with companies such as Best Buy, Procter Gamble, Dell, and Hallmark.