



The Brain Sell: When Science Meets Shopping; How the new mind sciences and the persuasion industry are reading our thoughts, influencing our emotions, and stimulating us to shop

David Lewis

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Science has made the leap from the lab to come to a store near you—and the effects on us are phenomenal. Corporations in hyper-competition are now using the new mind sciences to analyze how and when we shop, and the hidden triggers that persuade us to consume.

From bargains in the Big Apple to the bustling bazaars of Istanbul, from in-store to interactive and online to mobile, neuromarketing pioneer Dr. David Lewis goes behind the scenes of the 'persuasion industry' to reveal the powerful tools and techniques, technologies and psychologies seeking to stimulate us all to buy more—often without us consciously realizing it.

A revelatory inside story, *The Brain Sell* is a tale of engineered behaviors and 'atmospherics'; of subliminal messaging; and of TVs that sometimes watch us while we're watching them.

During his journey, Lewis explores fascinating questions such as:

Why should a particular font used to describe soup make it taste better?

Why do some retailers actively encourage shoppers to haggle?

How do the tools and techniques of 'the brain sell' influence shopper behavior, and what can you—as a retailer or marketer—learn from them?

Informed, illuminating, stimulating: you cannot afford to miss *The Brain Sell*.



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