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Titolo	Subliminal persuasion [[electronic resource]] : influence & marketing secrets they don't want you to know // Dave Lakhani
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, c2008
ISBN	1-281-38146-2 9786611381462 0-470-28209-6
Descrizione fisica	1 online resource (226 p.)
Disciplina	658.8001/9
Soggetti	Subliminal advertising Subliminal projection Marketing - Psychological aspects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 191-194) and index.
Nota di contenuto	Creating message contagion -- Leverage applied propaganda -- Position and package your legend -- Control the emotion and the content -- Get a real endorsement -- Understand beliefs and true believers -- Harness the power of the people's media -- Deliver the experience -- The subliminal power of words -- Creating a cult following -- Seduction.
Sommario/riassunto	If you're an entrepreneur, salesperson, advertiser, or business owner, understanding the art of subliminal persuasion will give your bottom line a big boost. In Subliminal Persuasion, master marketer Dave Lakhani reveals in step-by-step detail the exact techniques that really work in persuading and influencing others. It's not about lying or tricking anyone, it's about know what will appeal to people and how communicate that appeal effectively, profitably, and ethically. This is marketing that really convinces.