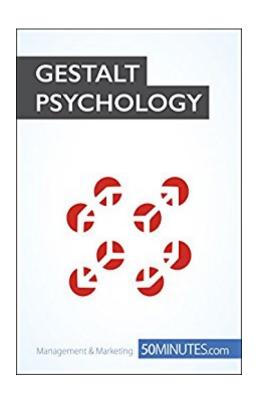
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Gestalt Psychology: Influence Customer Perceptions And Make Advertising More Memorable (Management & Marketing Book 7)





Synopsis

Influence customer perceptions and make advertising more memorable! This book is a practical and accessible guide to understanding and implementing Gestalt psychology, providing you with the essential information and saving time.In 50 minutes you will be able to:Understand the basic principles of Gestalt psychology and what they reveal about the functioning of the human brainLearn how you can use this theory as a psychology-based tool in marketing and management practicesIdentify each of the Gestalt laws and recognize how you can apply them to target customers more effectively, change their perceptions of products and influence their buying behavior ABOUT 50MINUTES.COM | Management & Marketing50MINUTES.COM provides the tools to quickly understand the main theories and concepts that shape the economic world of today. Our publications are easy to use and they will save you time. They provide elements of theory and case studies, making them excellent guides to understand key concepts in just a few minutes. In fact, they are the starting point to take action and push your business to the next level.

Book Information

File Size: 1343 KB

Print Length: 31 pages

Publisher: 50Minutes.com (September 2, 2015)

Publication Date: September 2, 2015

Sold by: A Digital Services LLC

Language: English

ASIN: B014T6N5N4

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #1,134,169 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #41 in Kindle Store > Kindle eBooks > Health, Fitness & Dieting > Counseling & Psychology > Movements > Gestalt #79 in Books > Medical Books > Psychology > Movements > Gestalt #214 in Kindle Store > Kindle eBooks > Education & Teaching > Higher & Continuing Education > Graduate School

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