



Brand Sense

By Martin Lindstrom

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That gratifying new car smell is actually a manufactured 'new car' aroma. The sound of Kellogg's cornflakes crunching in our mouths is created in sound labs. Singapore Airlines has patented the smell in its cabins. Branding has reached a new frontier. In the future brands will have to appeal to the neglected senses: touch, taste, and smell. In this fully updated new edition of "Brand Sense", Martin Lindstrom shows how it can be done. Drawing on the most extensive worldwide study ever conducted of the sensory perceptions of consumers, he shows how a two-sense product can become a five-sense phenomenon. This groundbreaking book provides innovative branding tools for evaluating where a brand is on the sensory scale, analyzing its sensory potential and giving it a clear pathway to optimize its sensory appeal. Companies like Cadillac, Apple, Mercedes-Benz, Nokia, Louis Vuitton, Nestle and Disney have all recently adopted a sensory approach, and have seen their brands sizzle under this new direction. Anyone who wants a competitive edge can't afford to neglect this book. It's guaranteed to optimize the value of any marketer's budget in the most visionary way.

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Editorial Review

Review

"Breezily written and easy to read, with useful chapter summaries and action lists." Management Today
"Once again, Lindstrom has delivered an outstanding book that provokes, intrigues and enriches our understanding of how consumers really perceive brands." The Marketer "An outstanding book that provokes, intrigues and enriches our understanding of how consumers really perceive brands." The Marketer
"Effortlessly explains why certain brand images work and others fall flat. Advertisers take note." Easy Jet
"Lindstrom's at his best pulling us in with so many fascinating historical tidbits that it's worth the read alone for the cocktail-party icebreakers...Lindstrom's ideas...like any good brand, are sexy, smartly packaged, and sure to spark debate." Fast Company "A stand-out original among the avalanche of me-too branding publications on the market." Director "Included are innovative tools for evaluating a brand's place on the sensory scale, analyzing its future sensory potential, and enhancing its appeal to reach the broadest base of consumers." Documentation on Books, Cases, Teaching Material in Management "Martin Lindstrom's observations are always acute and his writing is both fascinating and readable." City to Cities "Broken into easily digestible chapters with handy 'highlights' at the end of each one." Media Week "There are lots of books trying to distil the essence of this particular magic. 'Brand Sense' stands out from the crowd for two reasons: it has a foreword by Philip Kotler, a professor at the Kellogg School of Management who is an acknowledged world master of marketing, in which he says the book 'contains a treasury of ideas for bringing new life' to brands. And it has a flash of insight." The Economist "BRANDsense is a wonderful book, an original to be sure. More important, it is a necessary book! The table has been run on traditional branding practices - and the race is on to re-imagine marketing and branding. Martin Lindstrom provides us with the Nikes we need to begin the re-imaging sprint." -Tom Peters "I think all brand managers should read this book if they want to get additional edge by tapping into the natural physiology of their customers." Journal of Product & Brand Management, Emerald "Lays out the path on how to integrate the five senses for successful branding." Journal of Marketing Research "Lindstrom discusses the strategies to turn brands into multi-sensory experiences." Media "In Brand Sense, published by Kogan Page, author Martin Lindstrom reveals 'tricks of the trade.'" -Daily Star "A treasury of ideas for bringing new life to your brands, and the cases are truly compelling ... should be read by everyone involved in developing or improving a brand. Read this book and watch how the professionals do it!" Philip Kotler, Professor of International Marketing, Kellogg School of Management, Northwestern University

About the Author

Martin Lindstrom is the bestselling author of Buyology and Brand Child (published by Kogan Page). As one of the world's 100 most influential people according to TIME magazine, Lindstrom advises top executives at companies including the McDonald's Corporation, Nestle, Procter & Gamble, Microsoft Corporation, The Walt Disney Company, Pepsi, Unilever, and GlaxoSmithKline. Lindstrom speaks to a global audience of close to a million people every year and Brand Sense was acclaimed by the Wall Street Journal as one of the five best marketing books ever published.

Users Review

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