



Neuromarketing: Understanding the Buy Buttons in Your Customer's Brain

Patrick Renvoisé

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How can the latest brain research help increase your sales?

Because people are inundated daily by an average of 10,000 sales messages, selling is now tougher than ever. That's why you need to learn what neuroscience has uncovered that will immediately increase your selling and influencing effectiveness.

Unveiling the latest brain research and revolutionary marketing practices, authors Patrick Renvoisé and Christophe Morin teach highly effective techniques to help you deliver powerful, unique, and memorable presentations that will have a major, lasting impact on potential buyers such as:

The 6 stimuli that *always* trigger a response

The 4 steps to align content and delivery of your message

The 6 message building blocks to address the "old brain"

The 7 powerful impact boosters to set your delivery apart from the rest

Once you know how the decision-making part of the brain works, you'll quickly begin to deliver more convincing sales presentations, close more deals, create more effective marketing strategies, and radically improve your ability to influence others.

Neuromarketing: Understanding the Buy Buttons in Your Customer's Brain Details

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Author : Patrick Renvoisé

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From Reader Review Neuromarketing: Understanding the Buy Buttons in Your Customer's Brain for online ebook

Maria says

People don't behave completely rationally, so it's not rational argument that will win you the sale. Rather, you have to appeal to people's ancient decision-maker, the old brain. By knowing how to communicate with the old brain, you'll be that much closer to closing the deal.

David Bradley says

I won't say that this book is revolutionary, but it was great.

The more "advanced" you get in a discipline, the less effective you tend to become. Thinking about marketing in an 80/20 sense, the 20% you NEED to know in marketing to give you 80% of your expertise is in this book.

You can build on it by studying copywriting, persuasion, and so on - but I found this to be a good summary of different areas. The greatest benefit I found from this book is the concept of positioning benefits in one of three ways: Financial, Strategic, and Personal. It's helped simplify and improve my brainstorming of benefits.

And I don't find academic neuromarketing and consumer neuroscience to be very helpful for marketers. All you should worry about is the fact that there is three brains in each human, and each has a certain set of concerns and functions. It doesn't matter if you can name the different areas. Who cares if you know where in your brain the medial prefrontal cortex vs lateral prefrontal cortex is. What does matter is, do you know how to communicate to each of the brains?

I'd definitely recommend it to anyone in marketing. Again, brushing up on fundamentals is great. New marketers will learn a great deal. Don't expect to build expertise in neuroscience, though.

sanny says

Reads too much like a salesman manual. I'm not the target audience for this but salespeople might benefit from the technical tips given here.

The underlying concept and advice given were plausible, coherent and applicable to many aspects of life even outside of marketing, it's just that the way they're presented here didn't gel with me. I'd probably look out for books written on similar subjects but with a different slant to it.

Marc Molins gracia says

“Understanding the Buy Buttons in Your Customer’s Brain”

One of the most important things to do in a website is sell. Subscribe to the newsletter, buy a product, share some piece of content...

Doing this in a correct way can increase your website’s conversion a lot, which can mean the success of your product. This book explains how the brain works, and how to convince your customers “to click the buy button”.

Diamondrops says

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Isaac says

For some reason I didn't think this book would be so literally focused on sales and marketing. Not my field or interest, but I still found some value. There are 100 tips and tricks in this book, but I am skeptical of about half right out the gate. Of the remaining half I thought of most as defensive in that they are interesting and they either explain why salesmen act the way they do or provide me with some defense when dealing with salesmen. Also there was a few that either justify some things I try to do to be a better employee or a better person in society, or gave me some ideas for things I want to try to do more often to that purpose.

Lexie Miller says

Great book for anyone in marketing, media or sales position. Not only with the changing economy but with the ever-changing target markets and consumers this is a great book to read! This book will help you bridge the gap between Baby Boomers to Gen Y and if you are a Gen Y how to sell to the Baby Boomers aka the "Old Brain". This book gives great ground work, examples and steps to make you understand how to makes these connections and continues to remind you throughout the book. This book helped me understand more how I can reach those "old brain" people and still keep the people I associate with. Great book!

Ça?layan Tayba? says

Baya iyi kitapt?

Anna says

Great book for those who are just starting to explore Neuromarketing subject/works in sales or marketing departments but not groundbreaking for those who wants to have deeper knowledge.

William says

One of the best book i read.

shaunvir singh says

Valuable

Will help your marketing skills. The book is to the point too which is helpful. Recommend to marketers and ceos

Ankit Dikshit says

Key takeaways:

1. How Old brain thinks
 2. Four steps to influence decision maker - the old brain.
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Ash Moran says

I have mixed feelings about this. There's some interesting psychology that explains the sales and marketing process, but it's not especially detailed. Also the examples are variable - some I really bought into and will definitely try to replicate, others felt very tenuous.

I recommend reading The Power of Persuasion and A Mind of its Own for a more detailed look at the psychology. I've used the principles in Trust-Based Selling for years, and Neuromarketing supports and enhances this. It's also really worth looking into the "layers of resistance" described (if not by that name) in It's Not Luck.

Overall, worth a read if you are involved in sales and marketing - time will tell as I experiment with the ideas which work best. Not a must-read if marketing isn't a primary concern to you.

I've made a mindmap of my notes if they are useful to anyone, they're available on my blog.

Salman Khan says

A good introduction to Neuromarketing.

Dmem says

The conclusion of the book is: marketing is dead, neuromarketing is everything. And I think the writer is right. The book is easy and interesting to read, and the theory is well supported with pictures (of ads).

I attended a marketing course at my university but this book is much better than that course!
