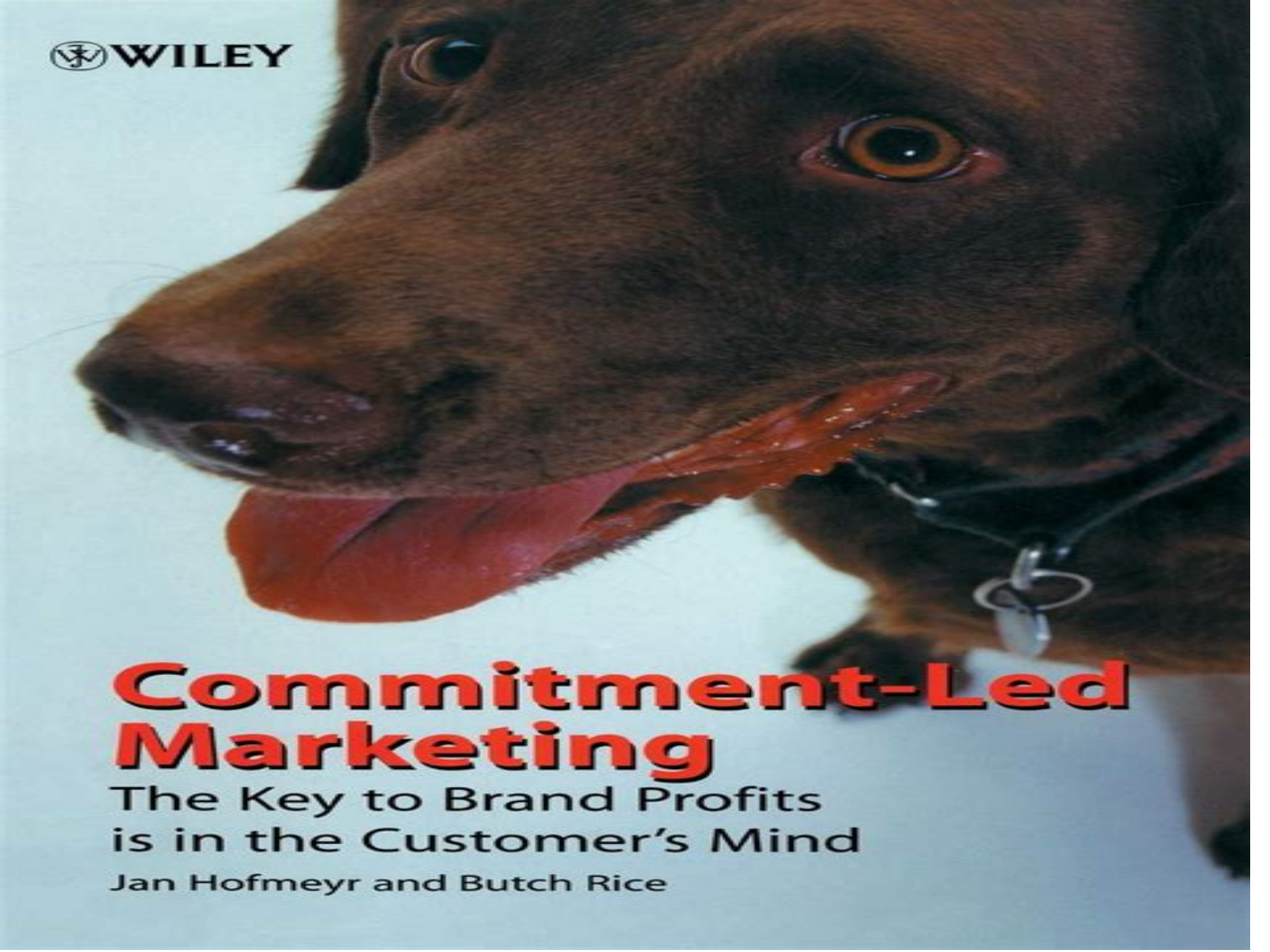




Commitment-Led Marketing

The Key to Brand Profits
is in the Customer's Mind

Jan Hofmeyr and Butch Rice

Commitment Led Marketing The Key To Brand Profits Is In The Customers Mind

**Flemming Hansen, Sverre Riis
Christensen**



Commitment Led Marketing The Key To Brand Profits Is In The Customers Mind:

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Emotions,

Advertising and Consumer Choice Flemming Hansen, Sverre Riis Christensen, 2007 Emotions Advertising and Consumer Choice focuses on recent neurological and psychological insights originating from brain scanning or neurological experiments on basic emotional processes in the brain and their role in controlling human behaviour. These insights are translated by the authors to cover the behaviour of ordinary individuals in everyday life. The book looks at these developments in the light of traditional cognitive theories of consumer choice and it discusses the implications for advertising and other communication testing. Jacket

Customer Relationship Management Francis Buttle, 2009 This title presents an holistic view of CRM arguing that its essence concerns basic business strategy developing and maintaining long term mutually beneficial relationships with strategically significant customers rather than the operational tools which achieve these aims

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