

MARTIN LINDSTROM

New York Times and *Wall Street Journal*

bestselling author of *Buyology*

Brand Sense

SENSORY SECRETS BEHIND
THE STUFF WE BUY

"One of
the five best
marketing books
ever published."
— *The Wall
Street Journal*

REVISED AND UPDATED



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FOREWORD BY PHILIP KOTLER





“Martin Lindstrom, one of branding’s most original thinkers, reveals how to break out of the two-dimensional rut of sight and sound, and connect emotionally with all five senses. His book provides data and insights that will surprise even the most savvy brand watcher.”

—ROBERT A. ECKERT, CHAIRMAN & CEO, MATTEL, INC.

Did you know that the gratifying smell that accompanies the purchase of a new automobile actually comes from a factory-installed aerosol can containing “new car” aroma? Or that Kellogg’s trademarked “crunch” is generated in sound laboratories? Or that the distinctive *click* of a just-opened jar of Nescafé freeze-dried coffee, as well as the aroma of the crystals, has been developed in factories over the past decades? Or that many adolescents recognize a pair of Abercrombie & Fitch jeans not by their look or cut but by their fragrance?

In perhaps the most creative and authoritative book on how our senses affect our everyday purchasing decisions, global branding guru Martin Lindstrom reveals how the world’s most successful companies and products integrate touch, taste, smell, sight, and sound with startling and sometimes even shocking results. In conjunction with renowned research institution Millward Brown, Lindstrom’s innovative worldwide study unveils how all of us are slaves to our senses—and how, after reading this book, we’ll never be able to see, hear, or touch anything from our running shoes to our own car doors the same way again.

An expert on consumer shopping behavior, Lindstrom has helped transform the face of global marketing with more than twenty years of hands-on experience. Firmly grounded in science, and disclosing the secrets of all our favorite brands, *Brand Sense* shows how we consumers are unwittingly seduced by touch, smell, sound, and more.



MARTIN LINDSTROM was recognized by *Time* magazine as one of “The World’s 100 Most Influential People” of 2009. His latest book, *Buyology: Truth and Lies About Why We Buy*, appeared on both the *New York Times* and the *Wall Street Journal* bestseller lists. A frequent advisor to numerous Fortune 100 companies, Lindstrom has also authored five bestsellers that have been translated into more than thirty languages. For more information, visit his websites: MartinLindstrom.com and BrandSenseAgency.com.

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\$15.00 U.S.

\$17.00 Can.

ISBN 978-1-4391-7201-8

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