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Random House USA Inc, United States, 2011. Hardback. Book Condition: New. 236 x 157 mm. Language: English. Brand New Book. Foreword by Morgan Spurlock From the bestselling author of Buyology comes a shocking insider s look at how today s global giants conspire to obscure the truth and manipulate our minds, all in service of persuading us to buy. Marketing visionary Martin Lindstrom has been on the front lines of the branding wars for over twenty years. Here, he...

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- Authored by Martin Lindstrom
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