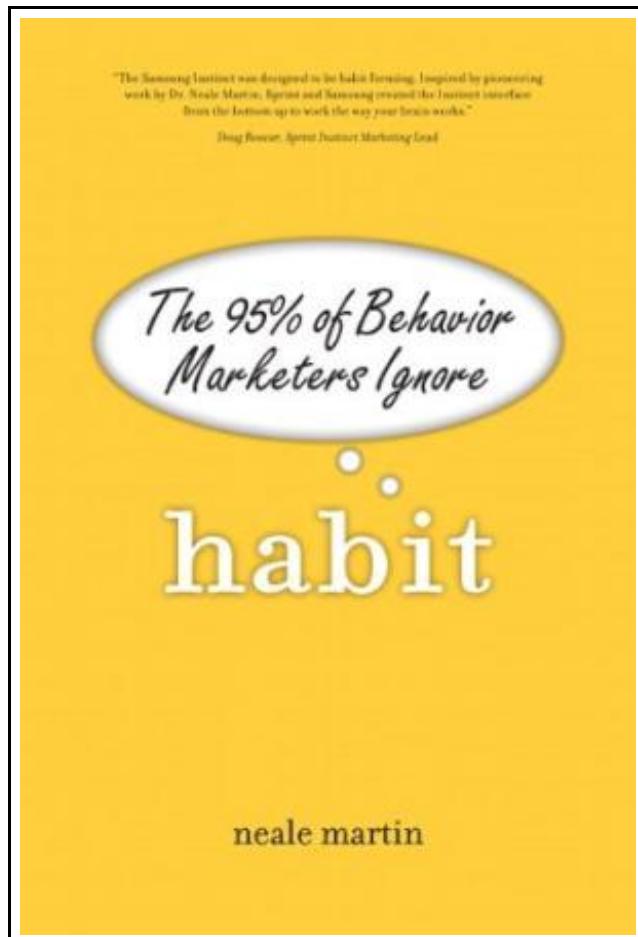


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Pearson Education (US), United States, 2009. Paperback. Book Condition: New. 231 x 157 mm. Language: English . Brand New Book. The Samsung Instinct was designed to be habit forming. Inspired by pioneering work by Dr. Neale Martin, Sprint and Samsung created the Instinct interface from the bottom up to work the way your brain works. -Doug Rossier, Sprint Instinct Marketing Lead In Habit, Neale Martin provides what seems to be a simple observation—that human behavior is largely managed through subconscious process. In startling fashion, Martin makes this point and then proceeds to undermine much of what marketers have come to believe as absolute truths. This is a worthwhile read, with significant implications to anyone who hopes to build brands and sell products. -John Stratton, Sr. Vice President and Chief Marketing Officer of Verizon Neale provides some of the most comprehensive insights into marketing I have ever read. His understanding of today's market complexity is simply brilliant. -Derek Broes, Sr. Vice President, Paramount At last someone has approached marketing with the clarity and precision of a brain surgeon. -George Ford, Marketing Director, Petrafoods Habit reveals why traditional approaches to acquiring and keeping customers don't work anymore. Dr. Martin shows that by focusing on behavior instead of attitudes and intentions, companies can radically improve not only how many customers they win, but how many they keep. -S. Somasegar, Microsoft Senior Vice President, Developer Division Habit is an essential read for all marketers, managers and executives. Dr. Martin has elevated the seemingly boring concept of habits to a science with implications for every business in every market. This excellent book not only explains why consumers behave the way they do, but what companies should do in light of these startling insights! -Jagdish N. Sheth, Ph.D, Charles H. Kellstadt Professor of Marketing,...



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