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# Customer Sense: How the 5 Senses Influence Buying Behavior

*By Aradhna Krishna*



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An insightful look at how touch, taste, smell, sound, and appearance effect how customers relate to products on a sensory level, and how small sensory changes can make a huge impact. Customer Sense describes how managers can use this knowledge to improve packaging, branding, and advertising to captivate the consumer's senses.



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## **Customer Sense: How the 5 Senses Influence Buying Behavior** By Aradhna Krishna Bibliography

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### Editorial Review

#### Review

"A sophisticated, easy-handed elucidation of the practice of marketing to our senses." - Kirkus

"Marketers have been using sensory experiences to help promote brands for many years to varying degrees of success. It seems to be a hit or miss proposition. In this groundbreaking book, *Customer Sense*, Aradhna Krishna shows how the science of senses works and how marketers can effectively use smell, taste, touch, vision, and sound to develop and promote any brand or product. This book should be on every marketer's and product developer's shelf." - Jennifer Aaker, Professor of Marketing, Stanford University

"The sense of smell is our most evocative and emotional sense. Scents can trigger memories and emotions that are deeply meaningful and inspiring - your favorite childhood toy, the moment you fell in love - and can change our behaviors and alter our moods. In *Customer Sense*, Dr. Krishna explores how smell and the other four senses interact with consumers to influence our attitudes and opinions about a product. This book is for anyone who is looking to connect with customers at a multisensory level and where their most fundamental motivations lie." - Rachel Herz, PhD, Author of *The Scent of Desire*, Adjunct Professor, Department of Psychiatry and Human Behavior, Brown University Medical School

"*Customer Sense* opens up new windows into the many ways we perceive brands at the deepest, most fundamental levels. It will increase your marketing insight fivefold, one sense at a time, with practical ways to maximize the full range of customer experience." - Douglas Van Praet, author of *Unconscious Branding: How Neuroscience Can Empower (and Inspire) Marketing*

#### From the Back Cover

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#### About the Author

Dr. Aradhna Krishna is the Dwight F. Benton Professor of Marketing at the Ross School of Business, University of Michigan, USA having previously served as a faculty member at Columbia University, New York University, and the National University of Singapore. Her work on investigating how consumers respond to changes in pricing, promotion, packaging, and branding has been cited in *The New York Times*, *The Wall Street Journal*, the *Chicago Tribune*, the *Huffington Post*, and on NPR. She has had numerous articles published in venues such as the *Journal of Consumer Research*, *Journal of Economic Theory*, *Journal of Consumer Psychology*, *Management Science*, *Journal of Retailing*, *Journal of Marketing*, *Journal of Experimental Psychology*, and the *Harvard Business Review*. She is the senior area editor for the *Journal of Consumer Psychology* and an area editor for *Management Science*, and she sits on the editorial board of the *Journal of Marketing Research* as well as the *Journal of Consumer Research*. She has also worked with companies such as Best Buy, Procter & Gamble, Dell, and Hallmark.

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#### **Louis Watson:**

Information is provisions for anyone to get better life, information presently can get by anyone with everywhere. The information can be a knowledge or any news even an issue. What people must be consider whenever those information which is inside the former life are hard to be find than now is taking seriously which one is suitable to believe or which one the particular resource are convinced. If you get the unstable resource then you obtain it as your main information we will see huge disadvantage for you. All of those possibilities will not happen in you if you take Customer Sense: How the 5 Senses Influence Buying Behavior as your daily resource information.

#### **Megan Martelli:**

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#### **Cory Denton:**

In this period globalization it is important to someone to receive information. The information will make a professional understand the condition of the world. The healthiness of the world makes the information quicker to share. You can find a lot of recommendations to get information example: internet, newspaper, book, and soon. You will observe that now, a lot of publisher this print many kinds of book. The particular book that recommended to your account is Customer Sense: How the 5 Senses Influence Buying Behavior this guide consist a lot of the information with the condition of this world now. This specific book was represented how can the world has grown up. The terminology styles that writer require to explain it is easy

to understand. Typically the writer made some analysis when he makes this book. This is why this book suitable all of you.

**Josefina Roundtree:**

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