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Hidden Persuasion: 33 Psychological Influences Techniques In Advertising



Synopsis

Visual messages are omnipresent in our daily life. They are constantly attempting to persuade us to buy, learn, and act. Some are more successful than others in influencing our behavior and choices. What is the secret power of these messages? How do they succeed in changing our behavior? This book explains the psychology behind fifty effective influence techniques of visual persuasion and how to apply them. The techniques range from influence essentials to more obscure and insidious methods. The reader will gain deep insights into how visual means are constructed to influence behavior and decision making on an unconscious level. All techniques are supported by rich visual references and additional information on the psychology of behavior change. This publication is not just an eye-opener for professionals and students in the communication and design fields, but also for anybody who wants to understand how our behavior is influenced unconsciously by advertising, social campaigns, and government messages. The book is co-authored by leading figures in social influence and visual persuasion. It is designed as an accessible modern reference book for creating and understanding persuasive visual imagery.

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Customer Reviews

If you pick this up at a store and just flip through it, a lot of the influence chapters seem like 'duh' moments and suggestions, (for example, sex sells) and if that's all you get out of it you'll be missing a lot of value. For me, the value of the book was revealed when I was re-designing my company's website and coming up with advertisement banners - having all the main influences, examples, and

a walk-through on how they work and why really helped me crystallize the value of my brand and bring to the surface (and to the eyes of my customers) some of the influences in the book I had basically otherwise overlooked. I also now more consciously incorporate these influences when talking to wholesale customers. Overall well worth the money for this book. Oh, it's also beautifully designed, hardy hardcover with thick pages, if you're into that sort of thing.

This book gives a very persuasive overview of the many techniques that can be (and are) used to influence every one of us on a daily basis, i will try to refrain from using any in this review. Every technique can be read on its own, although the book is a highly coherent whole as well. What i especially liked was that the authors discuss not merely the specific technique but also the theoretical reasoning behind it, itâ™s effectiveness and sometimes the way to implement it. All this is lavishly illustrated with many examples of real campaigns using these techniques. The book is well suited for both professionals as well as lay people, in my opinion. However, the book does have an encyclopedic feel to it, so do not expect a textbook that goes beyond the influence techniques that are covered. Being a professor in Psychology myself, i enjoyed reading this book very much.

Great insights about advertising and how to visually influence an audience. The examples are bold and engaging, while the text is easy enough to understand, yet insightful. The authors rank each persuasive method by a set of criteria so that the reader can see a pattern develop while reading each example. I really like that I do not need to read the book chapters in order, as each stands alone.

Go to the "Look Inside" tab above the cover photo above. Click on it and then scroll down to read the TofC. If you are of one particular mindset, the (mostly) one-word chapter titles will be engaging because they sound mysterious and intriguing. If you are of a second particular mindset, they will be engaging because they refer to research-proven techniques -- some of which -- you already know and love, and some you know you've just =got= to add to your arsenal. If you are of a third mindset, they may strike you as labels for concepts you find coarse, crass, immoral, manipulative, instrumentalistic, and even sociopathic. My suggestions are...1) that those of the third mindset ought to buy up all the copies they can afford to buy to keep the thing off the shelves...2) that those of the second mindset might want to look into the effects of a century and a half of major media advertising on the current cult-ure, as well as a course in ethics, and...3) that those of the first mindset might do well to Google "consensus trance" and "Marshall McLuhan." The authors are very smart boys,

indeed, having realized that his book can be used on "offense" and "defense." Hahahahahaha.

Clear, surprising and inspiring; a lot of beautiful campaigns from around the world put into the context of psychological influence techniques, very interesting - a must-read for communication professionals as well as the general public! It opened up my eyes!

Hidden Persuasion offers a great overview of the influence techniques used in the advertising industry. It is well categorized, clearly written and even scientifically proven as each chapter is supported by illustrations and real life campaigns. Read it!

If you prefer to look at pictures over reading, this book is for you. If you are looking for meaningful information about advertising, look elsewhere. This "book" is nothing more than a lot of nice pictures of advertisements supported with, at MOST, 500 words of non-empirical explanation. I am truly surprised that this book of pictures found a publisher, even more surprised at the price, which I assume is based on the fact that it's a hardback book and the large number of pictures which are expensive to print. Needless to say I returned the book immediately. There really is no reason to waste your money on this book as your own teenager can whip up something similar for you in one all-nighter, and for a lot less money...

Very cool book. Clever writing that's clear to understand and not too wordy. It's already gotten me re-thinking the way I approach selling myself in a few ways. Nice.

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