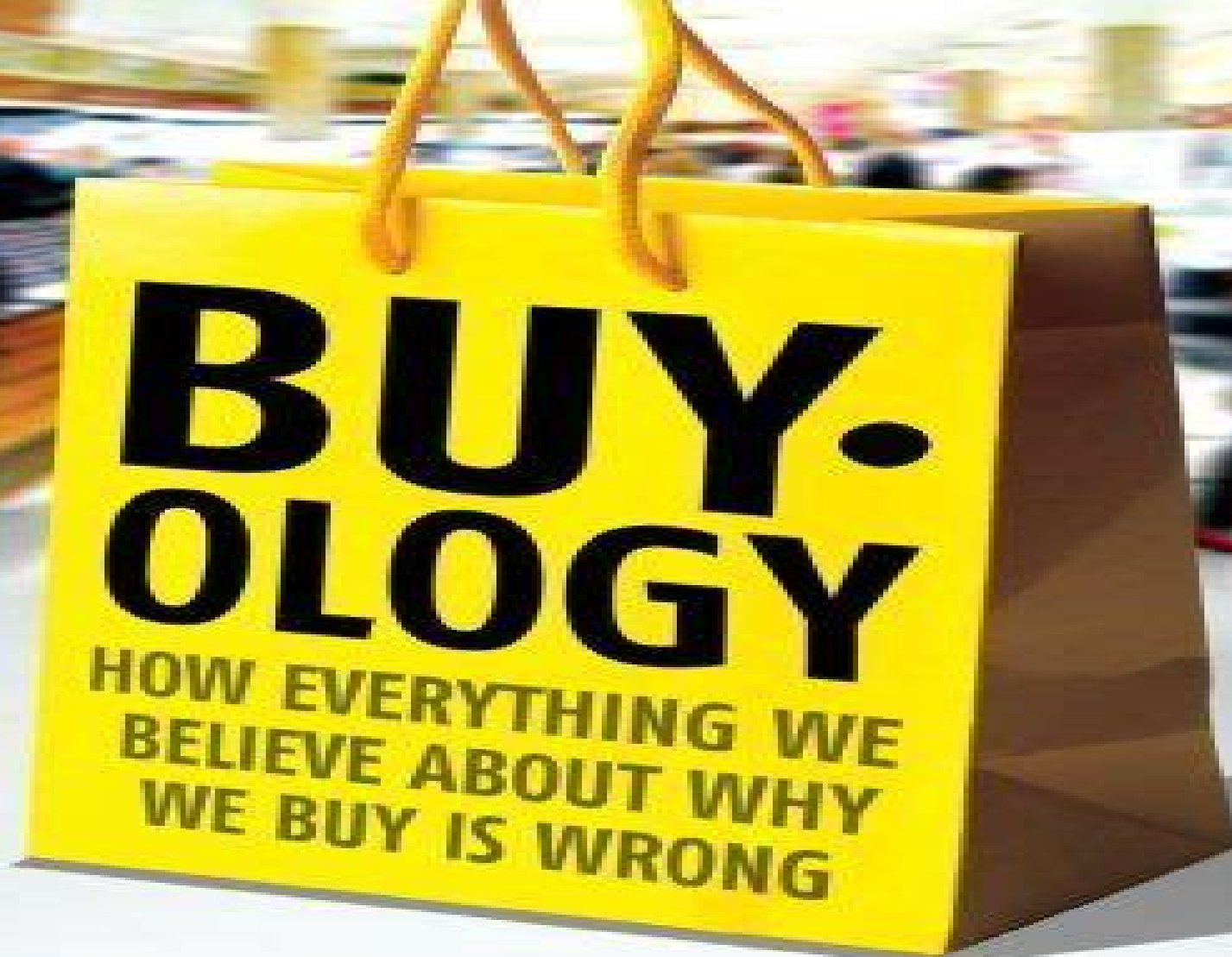




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Buy-ology Martin Lindstrom, 2008 *On Consumer Culture, Identity, The Church and the Rhetorics of Delight* Mark Clavier, 2018-11-29 The Reading Augustine series presents short engaging books offering personal readings of St Augustine of Hippo's contributions to western philosophical literary and religious life Mark Clavier's *On Consumer Culture Identity The Church and the Rhetorics of Delight* draws on Augustine of Hippo to provide a theological explanation for the success of marketing and consumer culture Augustine's thought rooted in rhetorical theory presents a brilliant understanding of the experiences of damnation and salvation that takes seriously the often hidden psychology of human motivation Clavier examines how Augustine's keen insight into the power of delight over personal notions of freedom and self identity can be used to shed light on how the constant lure of promised happiness shapes our identities as consumers From Augustine's perspective it is only by addressing the sources of delight within consumerism and by rediscovering the wellsprings of God's delight that we can effectively challenge consumer culture To an age awash with commercial rhetoric the fifth century Bishop of Hippo offers a theological rhetoric that is surprisingly contemporary and insightful You Are Not Human Simon Lancaster, 2018-09-11 In Nazi Germany Hitler portrayed the Jews as vermin and six million people were killed Metaphors can make the unreasonable seem reasonable the illegitimate appear legitimate and good people turn evil Top speechwriter Simon Lancaster goes on a mission to explore how metaphors are used and abused today From Washington to Westminster Silicon Valley to Syria Glastonbury to Grenfell he discovers the same images being used repeatedly Scum Bitch Vegetable Whilst vulnerable groups are dehumanised the powerful are hailed as stars angels or even gods Prepare to take a journey into the surreal This book raises profound questions about the power of language and the language of power You will never think about words in the same way again **Psychological Governance and Public Policy** Jessica Pykett, Rhys Jones, Mark Whitehead, 2016-12-01 There have been significant developments in the state of psychological neuroscientific and behavioural scientific knowledge relating to the human mind brain action and decision making over the past two decades These developments have influenced public policy making and popular culture in the UK and elsewhere through policies and emerging social practices focussed on behavioural change happiness wellbeing therapy resilience and character Yet little attention has been paid to examining the wider political and ethical significance of the widespread use of psychological governance techniques There is a pressing and recognised need to address the behaviour change agenda in relation to how our cultural ideas about the brain mind behaviour and self are changing This book provides a critical account of existing forms of psychological governance in relation to public policy It asks whether we can speak of a co-ordinated and novel shift in governance or rather whether these trends are more simply pragmatic policy tools based on advances in scientific evidence With contributions from leading scholars across the social sciences from the UK the USA and Canada chapters identify practical political and research challenges posed by the current policy enthusiasm for particular branches of

affective neuroscience behavioural economics positive psychology and happiness economics The core focus of this book is to investigate the ways in which knowledge about the mind brain and behaviour has informed the methods and techniques of governance and to explore the implications of this for shaping citizen identity and social practice This groundbreaking book will be of interest to students scholars and policy makers interested and working within geography economics sociology psychology politics and cultural studies

The Happiness Industry William Davies, 2015-05-12 What was a Buddhist monk doing at the 2014 World Economic Forum in Davos lecturing the world's leaders on mindfulness Why do many successful corporations have a chief happiness officer What can the chemical composition of your brain tell a potential employer about you In the past decade governments and corporations have become increasingly interested in measuring the way people feel the Happiness index Gross National Happiness well being and positive psychology have come to dominate the way we live our lives As a result our emotions have become a new resource to be bought and sold In a fascinating investigation combining history science and ideas William Davies shows how well being influences all aspects of our lives business finance marketing and smart technology This book will make you rethink everything from the way you work the power of the Nudge the ever expanding definitions of depression and the commercialization of your most private feelings The Happiness Industry is a shocking and brilliantly argued warning about the new religion of the age our emotions

Retail and the Artifice of Social Change Steven Miles, 2015-11-06 In Retail and Social Change Steven Miles presents a cross disciplinary analysis of the evolution of retail and how in both its material and virtual guises it has come to reframe our relationship with the social world Retail has become increasingly influential in homogenising the urban experience And yet in reacting to trends in virtual consumption retailers are also becoming more and more conscious of the need to engage with consumers in more sophisticated ways Retail and Social Change will interest students and scholars in geography cultural studies sociology marketing and business studies interested in how and why retail pervades both our physical and emotional lives in increasingly unexpected ways It will provide a lively comparative and thought provoking contribution that interrogates the implications of retail change for what it means to be a citizen of a consumer society in the twenty first century

How Cool Brands Stay Hot Joeri Van den Bergh, Mattias Behrer, 2011-02-03 Generation Y 13 29 year olds are the most marketing savvy and advertising critical generation ever Three times the size of the previous Generation X they have a much bigger impact on society and business But what drives them and how do you develop the right brand strategies to reach this critical generation How Cool Brands Stay Hot reveals what drives Generation Y and how you can reach them Based on important new research it provides insights into the consumer psychology and behaviour of the Millennials It will help you to re connect with the new generation of consumers by understanding their likes and dislikes and how you can make your advertising marketing and branding relevant to them Full of statistics and case studies including Nokia Nivea PlayStation Coca Cola Volkswagen Smirnoff Red Bull H M and Levi's How Cool Brands Stay Hot provides you with creative ideas on how to position

develop and promote your brands to the new consumer generation Twenty five per cent of this book s net royalties will be donated to the Staying Alive Foundation a global HIV AIDS charity empowering young people <http://foundation.stayingalive.org>

Rapid Sensory Profiling Techniques Julien Delarue,2014-11-28 Sensory analysis is an important tool in new product development There has recently been significant development in the methods used to capture sensory perception of a product Rapid Sensory Profiling Techniques provides a comprehensive review of rapid methods for sensory analysis that can be used as alternatives or complementary to conventional descriptive methods Part one looks at the evolution of sensory perception capture methods Part two focuses on rapid methods used to capture sensory perception and part three covers their applications in new product development and consumer research Finally part four explores the applications of rapid methods in testing specific populations

The Psychology of Consumer Profiling in a Digital Age Barrie Gunter,2016-05-05 Understanding how consumers choose between different products and services is a crucial part of professional marketing Targeting brands at the consumers most likely to be interested in them is another critical aspect of business success Marketers need to know what consumers think about brands why they like them and what purposes they serve This means delving into the psychology of the consumer to find ways of differentiating between consumers and matching brands to consumer niches at the level of consumers relationships with brands Using psychology to segment consumers has been regarded as a valuable adjunct to standard geo demographic definitions of market segments The Psychology and Consumer Profiling in a Digital Age examines how this field of psychographics has evolved the different approaches to psychological segmentation of consumers the different ways in which it has been applied in consumer marketing settings and whether psychographics works It draws upon research from around the world and incorporates its analysis of the use of psychographics with an examination of major shifts in marketing in a digital and global era

The Business of Gamification Mikolaj Dymek,Peter Zackariasson,2016-09-13 At the turn of the century the term gamification was introduced as a concept to understand the process of using game mechanics in non game contexts The impact of gamification was soon evident to business practices where it had impact both on marketing and more broadly on the organizations themselves As the number of individuals playing video games grows there seem to be an acceptance of game mechanics elsewhere Its effectiveness is highly dependent on both technical possibilities and cultural acceptance two factors present today The aim of The Business of Gamification is to critically analyze the practical and theoretical consequences of gamification Practically how has gamification been applied in businesses to this point and what are the future scenarios Theoretically what are the contributions of gamification to existing academic knowledge How does this change our understanding of how business are performing and its consequences for organizations consumers and society in general This edited volume contains new and stringent perspectives on how gamification is contextualized in business settings both in theory as well as in practice This book will provide a wealth of research for individuals seriously interested in the industry at

the academic level As a result this book will serve as a reference in curricula associated with video game development for years to come

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