



Brandwashed: Summary of the Key Ideas - Original Book by Martin Lindstrom: Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy

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Most of us think that we are able to make conscious decisions about what we buy, but marketing has a much greater influence on us than we might assume. In “Brandwashed”, the author reveals strategies and tricks that companies use to persuade us to buy certain products and how we can avoid being manipulated by them.

Who should read this book:

- People who want to find out more about how the marketing industry works.
- Anyone interested in learning how associations with certain brands are formed and how they influence us.
- People working in the marketing field or in related areas.

In this summary:

Chapter 1: Marketing can trick us into buying certain products or brands

Chapter 2: Our likes and dislikes are determined even before we are born

Chapter 3: Fear can be used to increase sales

Chapter 4: We can become addicted to brands or shopping

Chapter 5: Some ads try to appeal to our inner desires

Chapter 6: Peers are one of the strongest sources of influence

Chapter 7: Brands often try to use nostalgia to their advantage

Chapter 8: Celebrities and royals can make a product look more trustworthy

Chapter 9: We cannot rely only on labels to make buying decisions

Chapter 10: The emergence of the data mining industry marked the end of privacy

Chapter 11: Final Summary

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