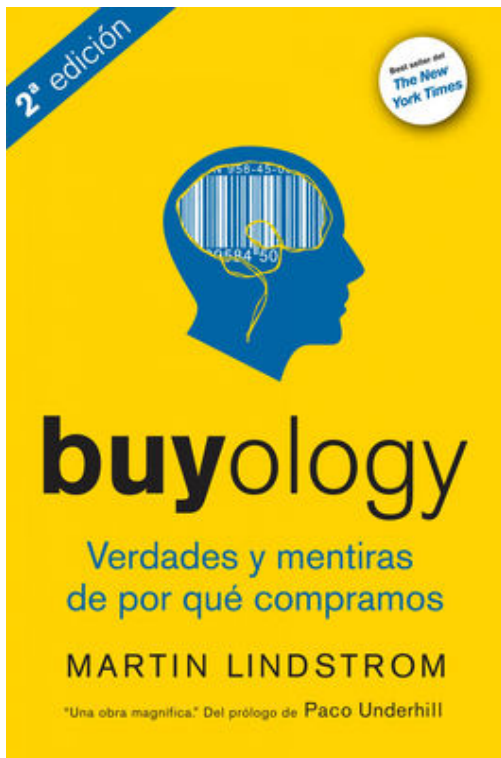


# Descargar libros gratis Buyology - Martin Lindstrom DBSBOOK



¿Cuánto sabemos acerca de por qué compramos? Un anuncio cautivador, un eslogan llamativo, un jingle pegadizo...

En *Buyology*, Lindstrom presenta los sorprendentes e innovadores hallazgos de tres años de investigación sobre el comportamiento de 2000 voluntarios de todo el mundo mientras se le mostraban diversos anuncios, logotipos, comerciales, marcas y productos.

Un libro sorprendente sobre cómo seres racionales actúan de forma tan irracional.

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