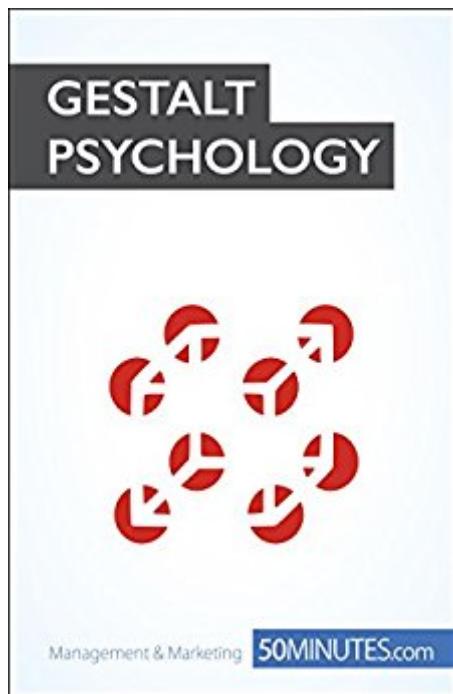


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# Gestalt Psychology: Influence Customer Perceptions And Make Advertising More Memorable (Management & Marketing Book 7)



## Synopsis

Influence customer perceptions and make advertising more memorable! This book is a practical and accessible guide to understanding and implementing Gestalt psychology, providing you with the essential information and saving time. In 50 minutes you will be able to: Understand the basic principles of Gestalt psychology and what they reveal about the functioning of the human brain Learn how you can use this theory as a psychology-based tool in marketing and management practices Identify each of the Gestalt laws and recognize how you can apply them to target customers more effectively, change their perceptions of products and influence their buying behavior. ABOUT 50MINUTES.COM | Management & Marketing 50MINUTES.COM provides the tools to quickly understand the main theories and concepts that shape the economic world of today. Our publications are easy to use and they will save you time. They provide elements of theory and case studies, making them excellent guides to understand key concepts in just a few minutes. In fact, they are the starting point to take action and push your business to the next level.

## Book Information

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