



# The Advertising Effect: How to Change Behaviour

*Adam Ferrier, Jennifer Fleming*

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Want to know how to influence other people's behaviour?

In "The Advertising Effect", respected advertising insider, Adam Ferrier, reveals the ten techniques used by some of the best-known brands across the globe. These techniques are grounded in psychological theory with award winning real world examples and explore how the most effective way to change behaviour is through action rather than the conventional advertising practices (emotional or rational persuasion).

This is the ultimate insider's guide, to the ultimate behaviour change industry - advertising.

Expose the techniques that advertisers use to get consumers to buy. Examples and case studies illustrate successful strategies and includes award winning campaigns such as Rename Speed, Steal Banksy and Share a Coke. Includes insights from some notable people in advertising, philosophy and behavior change including Alain De Botton, Andrew Denton, David Nobay, Faris Yakob and Bob Garfield.



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