

Gestalt Psychology: Influence customer perceptions and make advertising more memorable (Management & Marketing Book 7)



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

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