



Body of Truth: Leveraging What Consumers Can't or Won't Say

Dan Hill

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In *Body of Truth*, Dan Hill, PhD, explores the rational approach to marketing and market research, using the latest findings on human cognition and communication to help marketers tap into consumers' real needs and wants. Hill backs his argument with new technology such as biofeedback and facial coding to measure and record consumers' true sensory responses to products and advertisements, providing a framework for developing marketing initiatives that elicit the optimal emotional response.

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