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Martin Lindstrom (born 1970) is the author of the bestseller Buyology - Truth and Lies About Why We Buy (Doubleday Business, division of Random House). Lindstrom is also a public speaker and

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the founder of a number of organizations including Buyology Inc. Prior to founding his consultancy, Lindstrom was working as an advertising agency executive at BBDO.

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In Buyology, Martin Lindstrom presents the astonishing findings from his groundbreaking three-year, seven-million-dollar neuromarketing study—a cutting-edge experiment that peered inside the brains of 2,000 volunteers from all around the world as they encountered various ads, logos, commercials, brands, and products.

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