

# BLINDSIGHT

The (Mostly) Hidden Ways Marketing Reshapes Our Brains

## EVER NOTICE HOW...

- All watch ads show the same time, 10:10.
- All fast-food restaurant logos use red or yellow.
- Certain stores have a sale every day of the year.

These may not be things you're consciously aware of, but guess what? They have been influencing you all along. Today more than ever, brands know you better than you know yourself—time to change that.

With every purchase, swipe, and click, brands can more accurately predict your behavior. The gap between what you know and what brands know about you gets wider every day.

In *Blindsight*, neuroscientist Matt Johnson and marketer Prince Ghuman reveal this hidden layer of influence. This book is a one-stop-shop covering the neuroscience of memories, decisions, emotions, logic, perception, attention, addiction, novelty, empathy, storytelling, subliminal messaging, and much more, all in the context of your buying behavior.

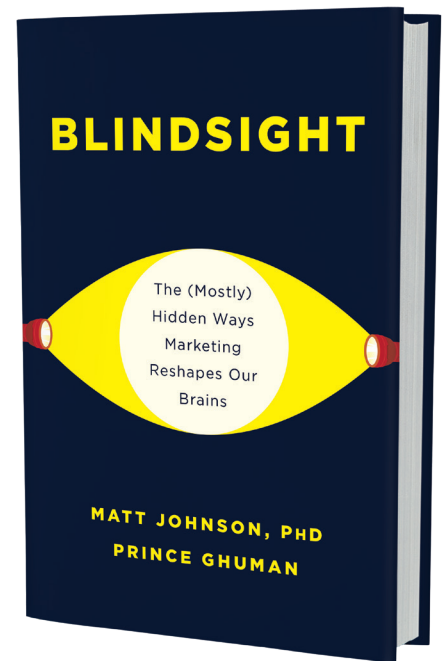
Through light-hearted storytelling, real-world examples, and eye-opening science, *Blindsight* uncovers the surprising relationship between brains and brands.

On the surface, you will learn how the brain works and how brands design for it. But peel back a layer, and you'll find a sharper image of your psychology, reflected in the mirror of your consumer behavior.

Ultimately, *Blindsight* will change how you see the world and your place within it.

**MATT JOHNSON, PhD**, is a professor at Hult International Business School, where his research focuses on the application of neuroscience and psychology to marketing. He received his BA from UC San Diego, and his PhD in Cognitive Psychology from Princeton University. A contributor to major news outlets including *Forbes*, *Entrepreneur*, *Business Insider*, and *VICE*, he regularly provides expert opinion and thought leadership on a range of topics related to the human side of business. He advises both start-ups and large brands in his native Bay Area, and has worked with Nike as an expert-in-residence in Portland, Oregon.

**PRINCE GHUMAN'S** journey into marketing started during his studies at the University of California at San Diego. His first startup, Potenza, was the first of its kind, a brand of caffeinated water. He went on to be the founding head of marketing at BAP, one of the first digital automotive platforms and current leader in the automotive e-commerce space. Most recently, he held dual roles as the US Director of Consumer Marketing and the Global Director of B2B Marketing for OFX. He was named one of the Shakers and Movers by the *San Francisco Chronicle* in 2015, and he is currently the professor of marketing, entrepreneurship, and communications at Hult International Business School.



## BOOK DETAILS

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