

# Buyology Truth And Lies About Why We Buy

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technology Project Buyology made use of the most advanced and expensive brain imaging technology available in the world to examine and shed light on the truth and lies about why we buy Project Buyology aimed to examine the desires of consumers So, testing the possible correlation

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Revised: 2/14/2014 Barb Ruhs, MS, RD, Neighborhood Nutrition LLC Twitter @BarbRuhsRD PH: (480) 216-6848 email: barbruhs@yahoo.com

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tant Martin Lindstrom, the author of "Buyology: Truth and Lies About Why We Buy" (Doubleday, 2008) "For good or for worse, neuromarketing has spread," Lindstrom said "Between 20 and 25 percent of the biggest brands are using it; a year ago, it was 10 to 12 percent" Brain scanning equipment is ...

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