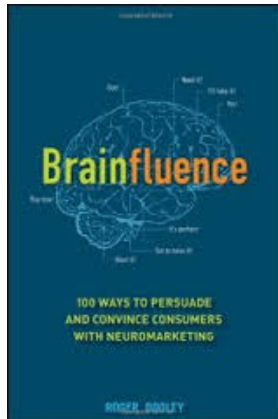


Books for Thought Leaders and Influentials:



Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing,

This is a book whose time has come or maybe we have been persuaded and convinced in the 100 ways all along and we are just figuring it out.

The book says that the #One Challenge for marketers and communicators is to gain “Better Results for Less Money”.

And the Rule is that 95% of your thoughts, emotions, and learning are without any real awareness on our part.

There are 14 well organized chapters that cover the entire spectrum of marketing and sales sources of influence in marketing and communications.

So where to start or go to first?

Probably, Chapter 12 on Shopper Brainfluence is the most appropriate, timely, and resourceful for automotive marketing including the difficulty of selling.

Chapter 14 covers Brainfluence on the Web and deals with engagement, Rich Media, and targeting Boomers.

What do you need to know about Roger Dooley?

Roger Dooley writes for Forbes.com. He is the founder of Dooley Direct, a marketing consultancy, and co-founded College Confidential, the leading college-bound website. <http://www.rogerdooley.com> or email rogerd@dooleydirect.com

