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to the sense of touch. This same sense of gravitas is designed into every Bang & Olufsen product, from telephones to speakers. Brands that can incorporate taste can build a very strong brand platform. Yet fully 16 per-cent of the Fortune 1000 could add taste to their brand platform but haven't. Colgate is a company that stands out in the realm of taste.

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His book, BRAND sense, was acclaimed by the Wall Street Journal as one of the five best marketing books ever published. His more recent book Buyology was voted "pick of the year" by USA Today and reached 10 out of the top 10 best-seller lists in the U.S. and worldwide during 2008 and 2009.

**Brand Sense: Sensory Secrets Behind the Stuff We Buy**

Firmly steeped in scientific evidence and featuring sensory secrets of the most successful brand names, BRAND sense reveals how to transform marketing strategies into positive business results that no brand builder can afford to ignore.

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According to Martin Lindstrom, author of Brand Sense: Sensory Secrets Behind The Stuff We Buy, businesses can deliver the ultimate branding message by touching on as many senses as possible. â€œBrands have to be powered up to deliver a full sensory and emotional experience,â€• says Lindstrom.

### **Why Great Brands Appeal to All 5 Senses | OPEN Forum**

This book was really interesting and insightful, diving into the corporate world of sensory influence. Bringing up brands like Disney, Kodak and McDonald's and how they use the tool of sensory persuasion, Brand Sense is a great book for any consumer or shopper to read.

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