



Brainketing: El marketing es sencillo; conquistar el cerebro de las personas es lo difícil (Spanish Edition)

Liliana Alvarado de Marsano

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Hoy en día, el entorno en el que se desenvuelve el consumidor sigue evolucionando: ahora accede a muchas ofertas que, gracias a la tecnología, le hacen la vida más cómoda, pero debe tomar decisiones cada vez más complejas.

Para poder decidir, escucha a sus emociones, que son respuestas del cerebro a los estímulos, y que luego se manifiestan en sentimientos.

Por ello, el marketing necesita mirar con nuevos ojos, mirar a la persona para entender sus percepciones y emociones. En esta difícil tarea el marketing, la psicología, la antropología, la sociología y la biología —entre otras ciencias— se consolidan dentro del neuromarketing.

Brainketing es resultado de años de interacción constante de Liliana Alvarado con sus alumnos, compañeros, ejecutivos, amigos y familiares, quienes contribuyeron con una serie de experiencias para cuestionar la forma de ver y entender el marketing, las marcas y las personas.

A través de anécdotas personales, investigaciones, videos y un lenguaje sencillo pero cautivador, la autora genera el punto de partida para que las marcas se acerquen a las personas, aceptando el aporte de las ciencias especializadas y empezando desde un enfoque de mercado, posteriormente de segmento, y de consumidor, hasta llegar a la persona y el cerebro-mente. Brainketing en cada uno de sus capítulos tiene como objetivo resaltar esta evolución.

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