

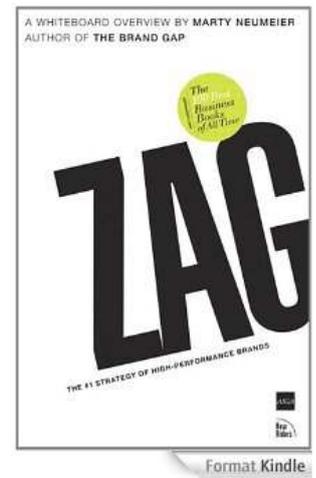
1. Audiobook (deadline: written December test)

Zag (Abridged) - By Marty Neumeier

Review

In an age of me-too products and instant communications, keeping up with the competition is no longer a winning strategy. Today you have to out-position, out-manuever, and out-design the competition. The new rule? When everybody zigs, zag. In his first book, THE BRAND GAP, Neumeier showed companies how to bridge the distance between business strategy and design. In ZAG, he illustrates the number-one strategy of high-performance brands—radical differentiation.

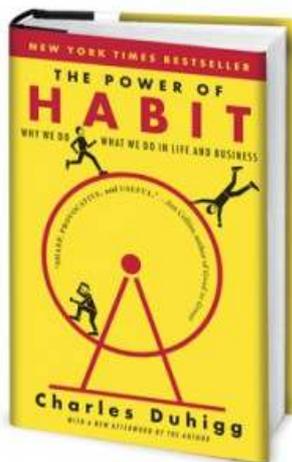
Available for download on ihecs-langues.be/admajor



2. Books

↔ **The Power of Habit : Why we do what we do in life and business:** by Charles Duhigg, London, Random House, 2013

deadline: Chapter 2 - oral December test



At its core, *The Power of Habit* contains an exhilarating argument: The key to making a product successful and addictive, cutting smoking, raising exceptional children, becoming more productive, building revolutionary companies and social movements, and achieving success is in **understanding how habits work**.

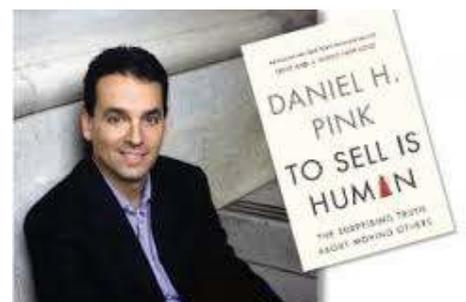
In *The Power of Habit*, award-winning *New York Times* business reporter Charles Duhigg takes us to the thrilling edge of scientific discoveries that explain why habits exist and how they can be changed. With penetrating intelligence and an ability to distill vast amounts of information into engrossing narratives, Duhigg brings to life a whole new understanding of human nature and its potential for transformation.

Get more information from <http://charlesduhigg.com/the-power-of-habit/>

↔ **To Sell is Human : the surprising truth about moving others** by Daniel H. Pink, Riverhead Books, 2014
deadline: Chapter 6 - oral December test

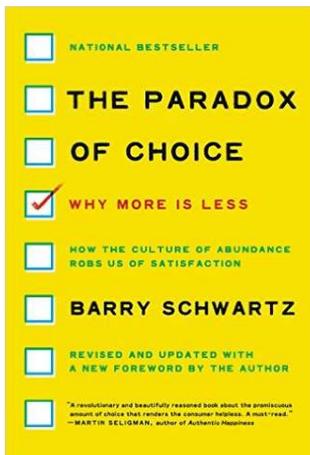
To Sell Is Human offers a fresh look at the art and science of selling, selling goods, ideas, arguments, campaigns, ,,, Daniel H. Pink draws on a rich trove of social science for his counterintuitive insights. He reveals the new ABCs of moving others .

Along the way, Pink describes the six successors to the elevator pitch, the three rules for understanding another's perspective, the five frames that can make your message clearer and more persuasive, and much more. The result is a perceptive and practical book—one that will change how you see the world and transform what you do at work, at school, and at home.



◆ The Paradox of Choice: Why More Is Less by Barry Schwartz - Publisher: HarperCollins, 2005 –

deadline: Prologue, chapter 3 pp. 47-76 : oral December test



"As Americans, we assume that more choice means better options and greater satisfaction. But beware of excessive choice: choice overload can make you question the decisions you make before you even make them, it can set you up for unrealistically high expectations, and it can make you blame yourself for any and all failures. In the long run, this can lead to decision-making paralysis, anxiety, and perpetual stress. And, in a culture that tells us that there is no excuse for falling short of perfection when your options are limitless, too much choice can lead to clinical depression.

In The Paradox of Choice, Barry Schwartz explains at what point choice -- the hallmark of individual freedom and self-determination that we so cherish -- becomes detrimental to our psychological and emotional well-being. "

◆ Hooked : How to build habit-forming products by Nir Eyal, Portfolio, 2014

deadline: Introduction & chapter 2: oral December test

Editorial Review

What makes us engage with certain things out of sheer habit? Is there an underlying pattern to help technologies hook us?

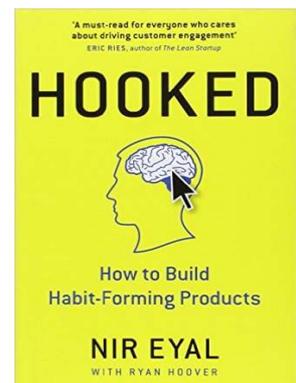
The author of answers these questions, and many more, with the hook model, a four-step-process of that, when embedded into products, certainly encourages customer behaviour.

Most Helpful Customer Reviews

Backed up by solid theoretical research on psychology, Nir Eyal develops a four-steps model to explain how the best successful habit-forming product (Facebook, Pinterest, Snapchat, Tinder, Instagram, Quora, Twitter...) managed to build a product people couldn't put down.

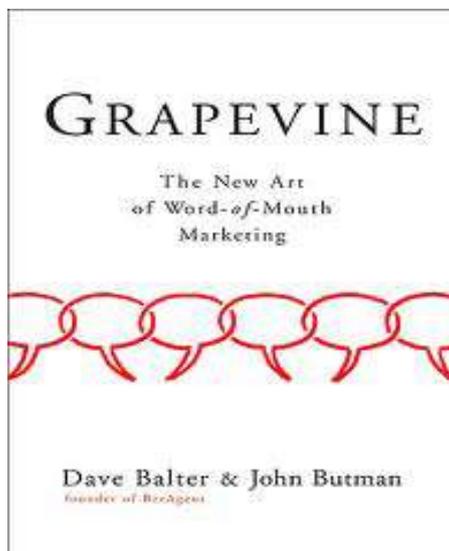
Hooked is filled with actionnable examples and exercises you'll start using right away if you're building a product or a business.

Do not wait to read this book or you'll regret it. "



◆ Grapevine: Why Buzz Was a Fad But Word of Mouth Is Forever by Dave Balter, PORTFOLIO, 2008

deadline: chapters 1, 2, p. 1-34 - oral December test



Editorial Review

Balter, the founder of BzzAgent, a word-of-mouth product endorsement community, knows why honest feedback - about restaurants, books, gadgets and more - is more believable than any paid endorser. having figured out how to measure and harness the power of word-of-mouth without corrupting it, he answers some of the most elusive questions about marketing, such as what makes word-of-mouth very different from ""buzz"" and ""viral"" marketing.

Most Helpful Customer Reviews

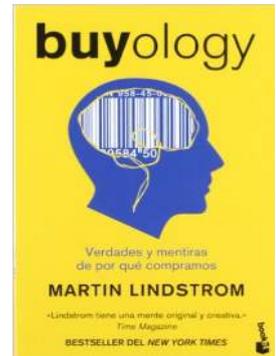
An excellent take on word-of-mouth marketing from a leader in the field. Through a step-by-step account of a fictional marketing campaign and real-life anecdotes, Balter conveys the realities, limitations, and pluses of WOM. Entertaining, funny, and easy-to-read. And not just an add for the BzzAgency. Well done!.

→ **Buyology: How Everything We Believe About Why We Buy is Wrong** by Martin Lindstrom - Publisher: Random House Business Books, 2008

deadline: Introduction, chapter 1, 4, 8 : oral December test
Chapter 7 : written December test

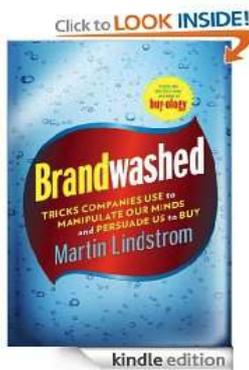
How much do we know about why we buy? What truly influences our decisions in today's message-cluttered world? An eye-grabbing advertisement, a catchy slogan, an infectious jingle? Or do our buying decisions take place below the surface, so deep within our subconscious minds, we're barely aware of them?

In Buyology, Martin Lindstrom presents the astonishing findings from his three-year neuromarketing study, a cutting-edge experiment that peered inside the brains of two thousand volunteers from all around the world as they encountered various ads, logos, commercials, brands, and products. His results shatter much of what we have long believed about what seduces our interest and drives us to buy. Does sex actually sell? Does subliminal advertising work? Can other senses (smell, touch, and sound) be so powerful as to arouse us when we see a product?



→ **Brandwashed: Tricks companies use to manipulate our minds and persuade us to buy** by Martin Lindstrom, New York, Crown Business Books, 2011

deadline: chapter 9 p. 203-236 - oral December test



Marketing visionary Martin Lindstrom has been on the front lines of the branding wars for over twenty years. Here, he turns the spotlight on his own industry, drawing on all he has witnessed behind closed doors, exposing for the first time the full extent of the psychological tricks and traps that companies devise to win our hard-earned dollars.

Picking up from where Vance Packard's bestselling classic, The Hidden Persuaders, left off more than half-a-century ago, Lindstrom reveals:

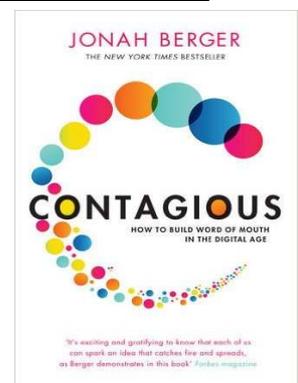
This searing expose introduces a new class of tricks, techniques, and seductions – the Hidden Persuaders of the 21st century- and shows why they are more insidious and pervasive than ever.

→ **Contagious : Why things catch on** by Jonah Berger, London, Simon & Schuster, 2013

deadline: Introduction - oral December test

What makes things popular ? And what is it that makes online content go viral ? If you thought « advertising », think again. People don't listen to advertisements, they listen to their peers. But why do people talk about certain products and ideas more than others ? Why are some stories and rumours more infectious ?

Jonah Berger has spent the last decade answering these questions. He's studies why some products get the buzz they do, and how social influence shapes everything from the cars we buy to the clothes we wear and the names we give our children. In this book, Berger reveals the secret science behind word-of-mouth and social communication.



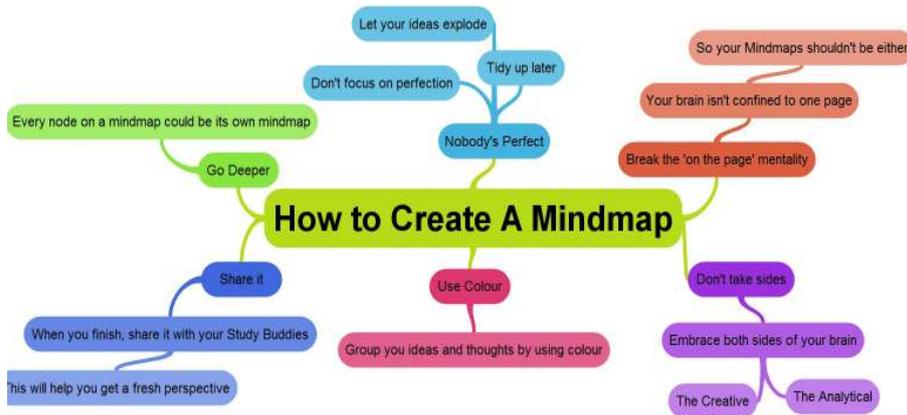
English booksellers in Brussels are:

Waterstone's <http://bit.ly/beiEId>

Sterling Books: <http://www.sterlingbooks.be/>

Your task :

1. Make a diagramme, i.e. a mindmap of the author's ideas in order to inventorize and organize the book's contents - to find background information on mindmapping, go the the How To Mindmap tutorial (<https://imindmap.com/how-to-mind-map/>) – a perfect online tool to mindmap is coggle.it – do me a favour, try it out !



2. Use the diagramme to test how well you can outline each chapter of the selection.

3. To know how « deep » you need to go in the book's structure of ideas, you'll find here a mindmap of the introduction to « Buyology » :- this is on the regular course webpage.

3. Personal press selection

Among the numerous articles you're going to read this year (aren't you?) for your own pleasure and information in the British and American press, you'll select 6 articles in all, to be copied and handed in, *together with a diagram for each text* (not a summary, see above!) **And a front page providing your name, group and the correct sources of your texts (see the school manual if necessary).** The **subject** is left to your choice, as long as you can explain a relation with marketing communication. The **length** is at least two full A4 sheets in normal font size and spacing, providing sufficient information for you to develop an interesting answer on the oral exam. Keep a copy for your own use! These texts are included in your preparation of the oral exam.

Deadlines:

1. 3 texts by November 27, 2017
2. 3 more texts by March 26, 2018