



Marketing Propaganda: From Attention to the Meaning Economy (Paperback)

By Francesco Ferzini

Createspace, United States, 2012. Paperback. Book Condition: New. 216 x 138 mm. Language: English . Brand New Book ***** Print on Demand *****. Are you interested in understanding how Propaganda plays on the dynamics of public opinion and how we as humans make sense of and derive meaning from the world around us and use this knowledge to determine where you can focus your Marketing and Sales efforts in appealing to your audience to get the desired results? You might want to know more about the intricacies of the human mind, how it really works and, how we construct our worlds of meaning and, how those meanings affect our experiences and govern our understanding of the world around us and our decision-making processes. We live in the Attention economy. Scarcity drives people mad. Attention is no exception and, in the complex and interconnected real-time always-on digital world we live in, this cognitive concept has become scarcer than ever in history. Securing attention is the very first step to induce action. But, what's in between before a decision is made? Blurring the line between virtual and reality, there are a multitude of new highways of thought to approach the public mind....

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