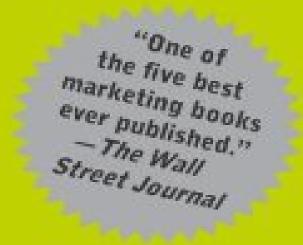
MARTIN LINDSTROM

New York Times and Wall Street Journal bestselling author of Buyology

Brand Sense

SENSORY SECRETS BEHIND
THE STUFF WE BUY



REVISED AND UPDATED











FOREWORD BY PHILIP KOTLER

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