

# USE SCIENCE TO UNDERSTAND WHY PEOPLE BUY

"The most important business book to come out in years."

—Michael F. Schein, author and columnist for *Forbes, Inc,* and *Psychology Today*



## ABOUT AUTHOR MELINA PALMER

Melina Palmer is founder and CEO of The Brainy Business, which provides behavioral economics consulting to businesses of all sizes from around the world. Her podcast, The Brainy Business, has downloads in over 170 countries. Melina worked in corporate marketing and brand strategy for over a decade before earning her master's in behavioral economics. She has contributed research to the Association for Consumer Research, Filene Research Institute, and runs the Behavioral Economics & Business column for Inc Magazine. Her first book, *What Your Customer Wants and Can't Tell You*, launches May 2021.

The Brainy Business won best YouTube Channel from Habit Weekly!

## PRAISES FOR *WHAT YOUR CUSTOMER WANTS AND CAN'T TELL YOU!*

"This is a fascinating book on human behavior and economics."

—**SCOTT J. MILLER**, best-selling author of the *Mess to Success* Series and host of the #1 leadership podcast, *On Leadership* with Scott Miller

"*What Your Customer Wants and Can't Tell You* hands you the key to the secret world of behavioural science, in its comprehensive yet approachable review of the research and how to use it."

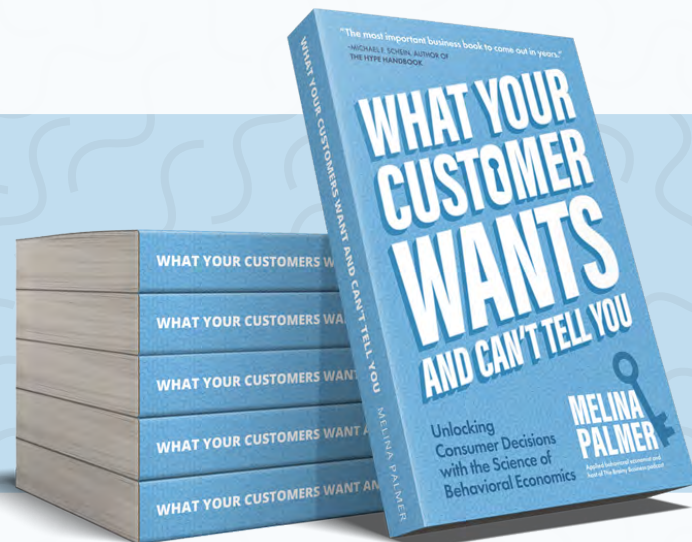
—**PATRICK FAGAN**, chief scientific officer of Capuchin Behavioral Science and author of *Hooked*

"An eminently readable guide to unconscious persuasion written by an industry veteran—get this book before your competitors do!"

—**TIM ASH**, international keynote speaker and bestselling author of *Unleash Your Primal Brain*

"*What Your Customer Wants and Can't Tell You* is a great guide to the customer's mind. Written for the savvy businessperson, the book delves into behavioral economics with an entry-level, yet accessible approach, that will not only enlighten, but also entertain."

—**NIR EYAL**, bestselling author of *Hooked* and *Indistractable*



## ABOUT MELINA'S NEW BOOK:

*What Your Customer Wants (And Can't Tell You)* explains the neuroscience of consumer behavior. This book helps you learn exactly why people buy—and how to use that knowledge to improve pricing, increase sales, create better "brain-friendly" brand messaging, and be a more effective leader.

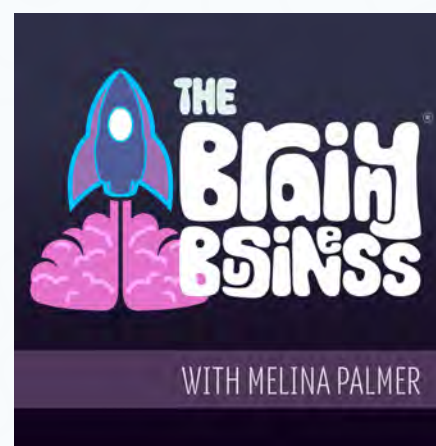
*What Your Customer Wants (And Can't Tell You)* goes beyond an academic understanding of behavioral economics and into practical applications. Learn how real businesses and business professionals can use science to make their companies better. In this book, business owner, consultant and behavioral economics expert, Melina Palmer, helps leaders like you use the psychology of the consumer, innovation, and truly impactful branding to achieve real, bottom-line benefits.

Discover information and tools you can actually use to influence consumers. Go beyond data science for business and apply behavioral economics to learn how the consumer brain works. This book can help you become a better leader and creatively and effectively market your brand by understanding the true needs of your customers.

Dramatically improve your effectiveness as a leader and marketer with the practical tools in this book, including:

- Real-world examples that bring a concept to life and make it stick
- Ideas to help you with problem solving for your business
- Ways to hack your brain into coming up with innovative programs, products, and initiatives

## THE BRAINY BUSINESS PODCAST



Melina is the host of the world renowned podcast, The Brainy Business. With over 350,000 downloads in over 170

countries, Melina boils down the complex academic concepts of behavioral economics to help listeners turn these groundbreaking insights into actionable steps. There are no boring lectures here—just a fun, fascinating conversation about the brain and how to better communicate with it with leading experts in the field.

## MEDIA APPEARANCES

Melina receives rave reviews from audiences of all sizes and industries. Her fun, conversational approach is bringing behavioral economics out of academia and into application. Some of her top reviews are:

- 10 of the Best Business Podcasts to Help Your Company Thrive, Inc Magazine
- #1 Psychology Podcast Every Businessperson Should Listen To, Psychology Today
- Teaches applied behavioral economics at Texas A&M University Human Behavior Lab
- Repeating guest on the NBC affiliated show, *New Day, NW*
- Listed as one of The best podcasts about how people buy, create and negotiate in Think Review
- Mentioned on *The Daily Buzz* article "Ditch Multitasking for Deep Work"