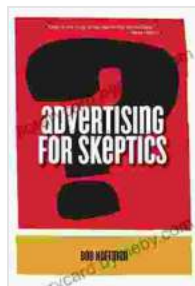


# Unveiling the Secrets: Advertising for Skeptics by Bob Hoffman



## Advertising For Skeptics by Bob Hoffman

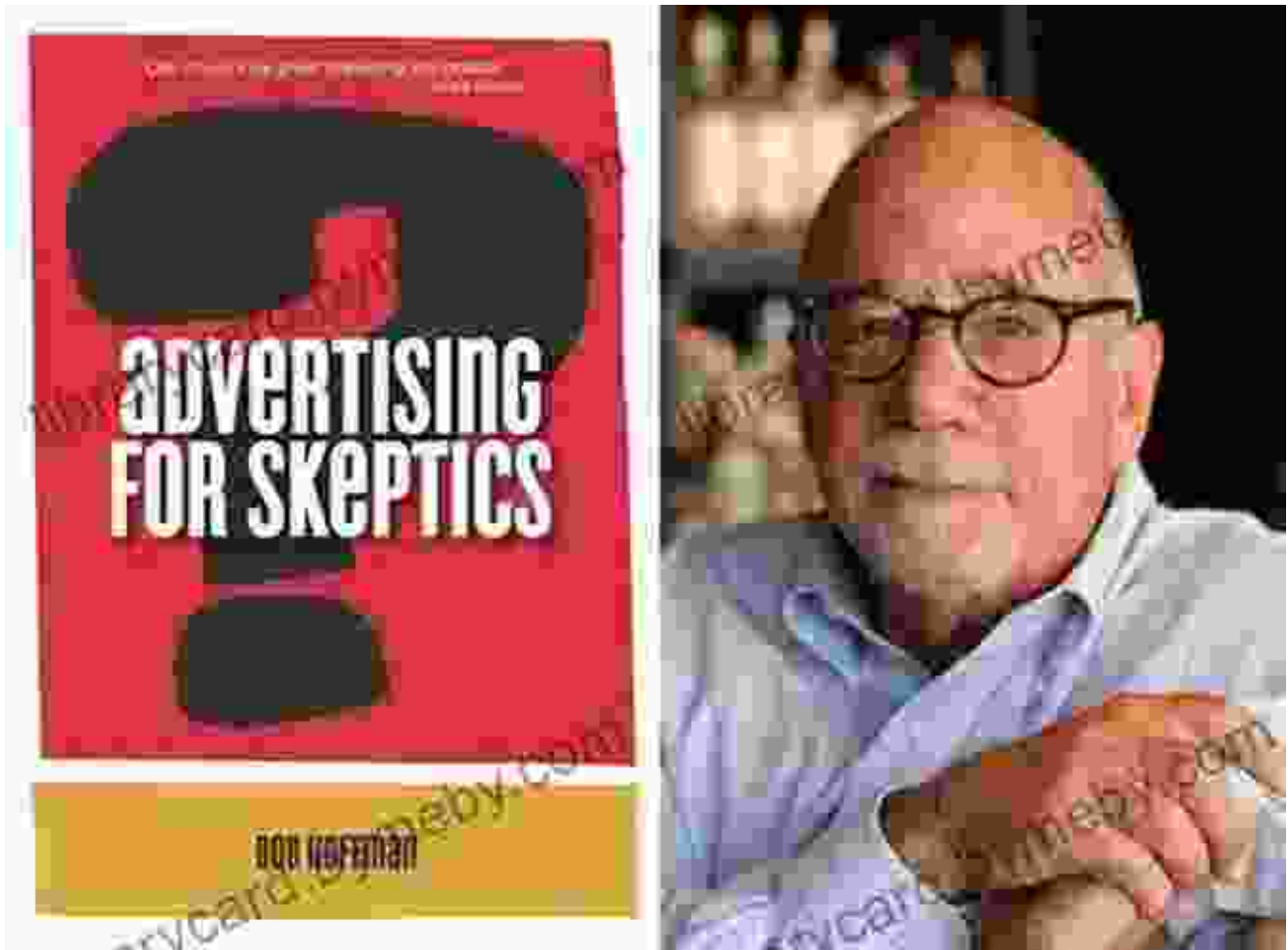
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Drawing on extensive research and real-world examples, Hoffman reveals the psychological principles that drive consumer behavior and the techniques advertisers employ to influence our decisions. He debunks

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- The psychological principles that influence consumer behavior
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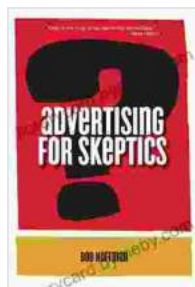
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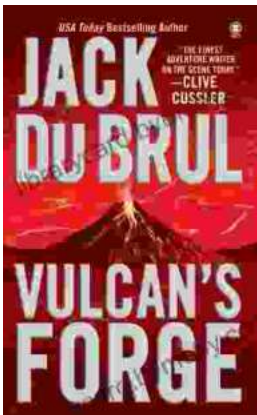
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