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3. Desire. The Interest and Desire parts of the AIDA model go hand-in-hand: as you're building the reader's interest, you also need to help her understand how what you're offering can help her in a real way. The main way of doing this is by appealing to her personal needs and wants.

AIDA: Attention-Interest-Desire-Action - From MindTools.com

Ernest Dichter (14 August 1907 – 21 November 1991) was an American psychologist and marketing expert known as the "father of motivational research." Dichter pioneered the application of Freudian psychoanalytic concepts and techniques to business – in particular to the study of consumer behavior in the marketplace. Ideas he established were a significant influence on the practices of the ...

Ernest Dichter - Wikipedia

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The Strategy of Desire by Arthur Asa Berger

in the strategy of desire dichter both counters the argument that motivational research amounts to manipulation and shows how the understanding and modification of human behavior is necessary for progress dichter's survey and analysis of behavior ranges widely he examines everyday matters of product choice as well as such broad civic issues as voter participation religious toleration

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It is generally conducted with the desire of expanding knowledge and to add more information to a specific research area. The findings by this type of strategy are not directly applicable to the real world, but they enhance our understanding and knowledge of the world around people.

Types of Research Strategy - Assignment Help

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Strategy (from Greek στρατηγία strategía, "art of troop leader; office of general, command, generalship") is a general plan to achieve one or more long-term or overall goals under conditions of uncertainty. In the

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sense of the "art of the general", which included several subsets of skills including military tactics, siegecraft, logistics etc., the term came into use in the 6th century ...

### Strategy - Wikipedia

Distribution strategy in the Marketing strategy of Netflix □ While internet seems to be the main source for the brand to reach the customers going ahead thus optimization across various mediums, Continuous & seamless video streaming, facility of downloading available on Wi-Fi or mobile network are some of the important features for higher acceptability of the platform in the market.

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