

7 SECRETS OF PERSUASION

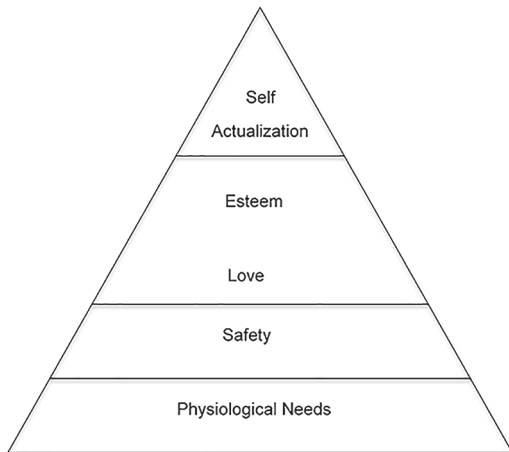
Leading-Edge Neuromarketing Techniques
to Influence Anyone

By James C. Crimmins, PhD

**Reference
Guide**



Wayne, NJ



Maslow's Hierarchy of Needs

Table 4.1

Possible positive outcomes	Functional	Sensory	Emotional	Expressive
Before the action				
During the action				
Following the action				

TABLE 4.2

Possible positive outcomes	Functional	Sensory	Emotional	Expressive
Before the action	Low-cost nutrition	Not applicable	Get a bargain	Feel like a smart shopper
During the action	Easy meal preparation	Smooth and creamy dish	Be creative in the kitchen	Family will praise your cooking
Following the action	Strong bones	Feel healthy	Know your family is getting good nutrition	People will think you are a good mom

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