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See It, Hear It, Experience It, Buy It: Increase Sales with Digital Signage, Ambiance Marketing, and Electronic Merchandising

By Lynn Matson

Innovation Press, United States, 2009. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.Your customers see with their eyes. They hear with their ears. They experience things with their hands. These are the primary decision-making senses, and customers use all three to make buying decisions. Engaging your customers senses is the time-tested, proven way to help them truly experience what your products and services can do for them. While this approach to business has always been true, the recent introduction of new on the premises marketing technologies makes such marketing easier and more cost-effective than ever before. In See It, Hear It, Experience It, Buy It! you ll discover how leading companies like American Eagle Outfitters, Sony, Bally s Total Fitness, and TGI Friday s are using digital signage, electronic merchandising, and ambiance marketing to engage their customers senses and increase sales.

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