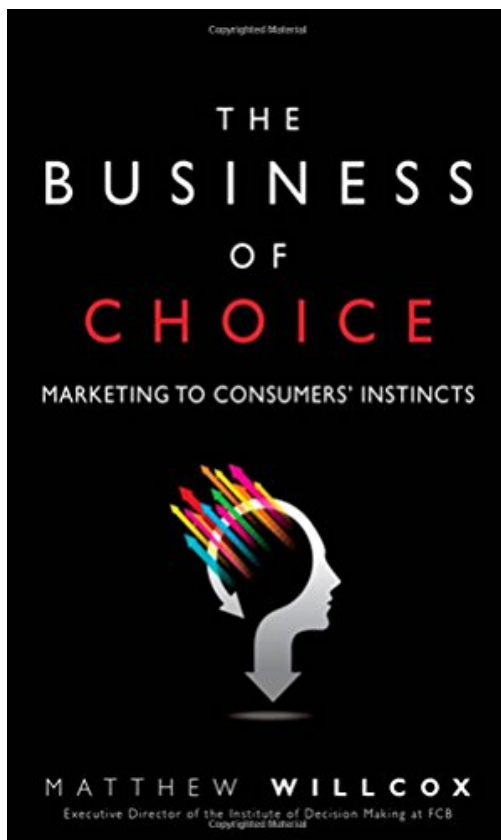


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MATTHEW WILLCOX

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Review

Winner of Marketing & Sales Books "Marketing Book of The Year 2016"!

“The insights that Matthew brings about how we really make choices are interesting and relevant to anyone working in marketing or selling, but are even more astonishing and invaluable to anyone with the remotest curiosity about the human condition.”

—Alan Jope, President, Personal Care, Unilever

“Understanding how it is that human beings make choices—the complexity of inputs, the evolutionary success factors, and the cognitive processes—makes for fascinating subject matter. Matthew’s experience in advertising and his understanding of the science of decision making come together here to make for an insightful and incredibly useful tool.”

—Jennifer Sey, Global CMO, Levi’s, and author of *Chalked Up*

“How we human beings make decisions is complex and fascinating, and nobody brings it to life quite like Matthew Willcox. His deep knowledge and practical insights are invaluable, not just for marketers, but for anyone in the business of understanding and influencing decisions. And that’s everyone in business.”

—Matt Williams, CEO, The Martin Agency

“Matthew Willcox bridges the practical and academic worlds of marketing better than anyone I know. In *The Business of Choice*, he lucidly explains what marketing practitioners can learn from marketing academics—and vice-versa—and makes an excellent case for strengthening the ties between the two disciplines. The result is a fascinating and charming read.”

—Adam Alter, Associate Professor of Marketing, NYU Stern School of Business, and New York Times best-selling author of *Drunk Tank Pink: And Other Unexpected Forces That Shape How We Think, Feel, and Behave*

“*The Business of Choice* shines a light on the deep human truths that have driven behavior for millions of years. Incorporate these into your marketing, and the chances are you will be tapping into something truly fundamental for your brand.”

—James Hallatt, Global Head Oral Health Category, GSK Consumer Healthcare

“There are many great reasons to choose this book, all of which you’ll understand better by the time you get to the end of it.”

—Mark Barden, Partner, eatbigfish, and author of *A Beautiful Constraint*

From the Back Cover

TBD

About the Author

MATTHEW WILLCOX is Founder and Executive Director of the Institute of Decision Making at FCB, a global and fully integrated marketing communications company within the Interpublic Group of Companies, IPG. The Institute of Decision Making is a unique offering, charged with bringing the findings from scientists who study human behavior and how people make choices into the practice of marketing. Matthew has more than 25 years of brand strategy experience throughout Europe, Asia, and North America. Over that time he has helped organizations such as Levi Strauss and Co., Electronic Arts, Hilton Worldwide, Unilever, Nestle, Shell, and GlaxoSmithKline get their products chosen. In the process, he has helped his clients win eight Effie awards for effective communication. He has acted as a subject matter expert on behavior change for the U.S. Food and Drug Administration and is a frequent speaker at business schools and at marketing and communication events, including the Cannes Lions in 2010, 2011, and 2013.

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