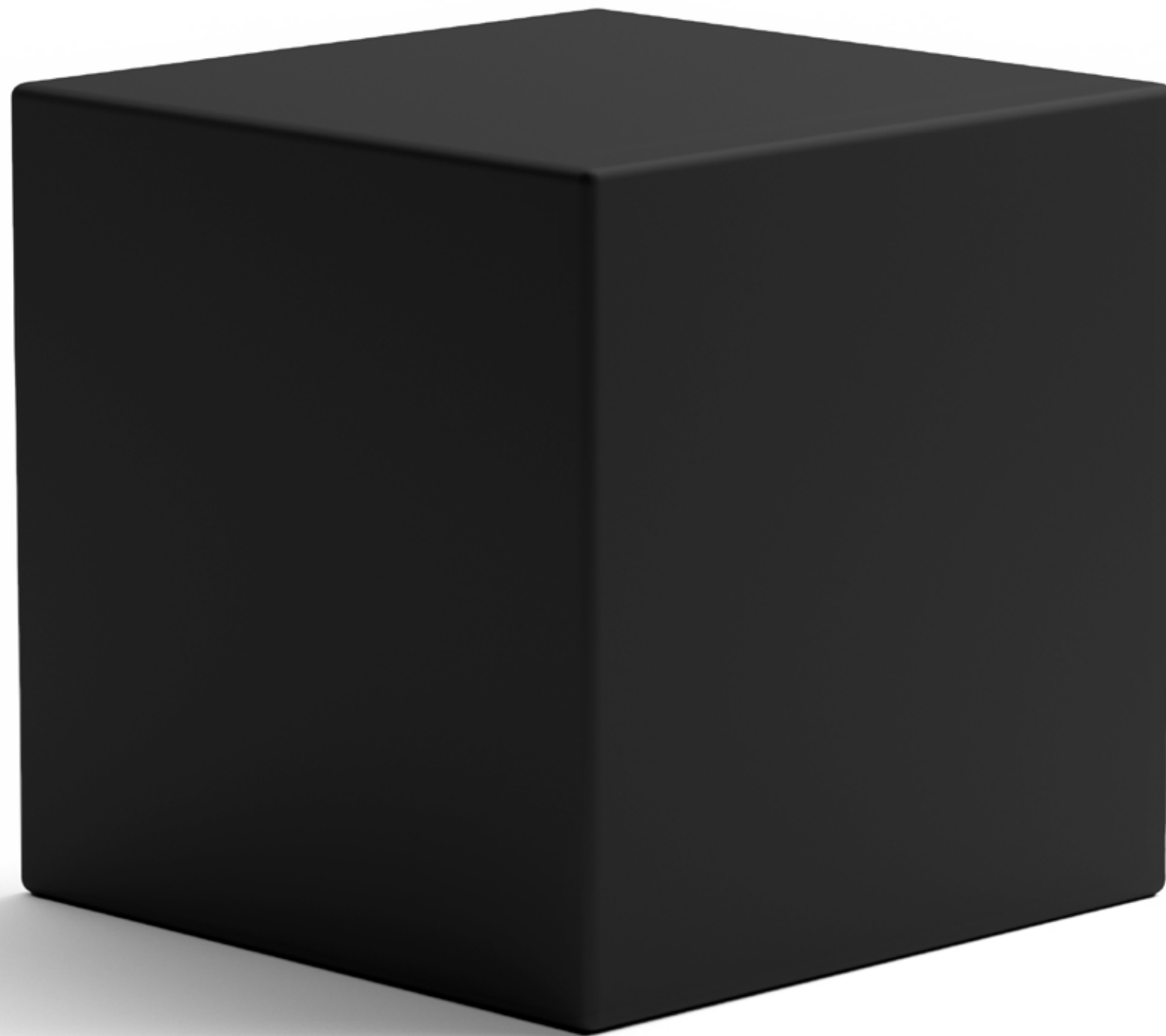


Rory Sutherland's

BLACK BOX



Unleashing the marketing power of subjective value.

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Inside The Customer's Mind

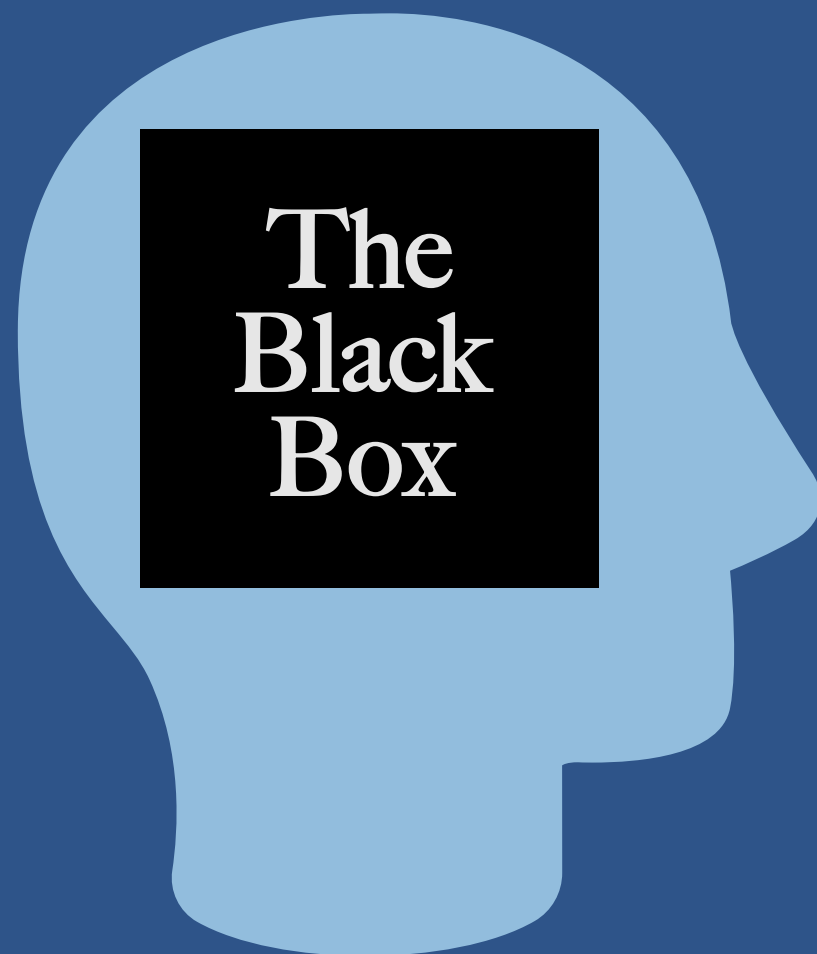
The Black Box

- Wants
- Needs
- Biases
- Values
- Personality
- Experiences
- Frame of Reference
- Psycho-logic

Subjective vs. Objective

Subjective Value

- ✔ Meaning
- ✔ Emotional Choices
- ✔ Anticipated Value
- ✔ Comparative Value
- ✔ Contextual Value
- ✔ Avoid Uncertainty
- ✔ Habit Heuristic
- ✔ Brand Loyalty
- ✔ I hate to wait
- ✔ Post-rationalization



Objective Reality

- ✔ Prices
- ✔ Products/Services
- ✔ Competition
- ✔ Context
- ✔ Activities



How can we unlock
The Black Box?



Entrepreneurs
Unlock

The Black Box
Through

Empathy,

Not Logic.

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