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Unless you have a good explanation of mass behaviour, you'll have little chance of altering it. Herd reveals that most of us in the West have completely misunderstood the mechanics of mass behaviour because we have misplaced notions

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Genre: Anthropology,

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ISBN #

9780470060360;

Edition Language:

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English; Date of
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mass behaviour by harnessing our true nature. [Mark Earls] -- Earls challenges some of our deepest ideas to reveal the truth about who we are and what marketers, managers and governments can do to set about influencing mass behaviour. Bold in its conception and ...

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So, Mark Earls points out on page 295 of

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Nature that the role of

the coach in this match

is a great metaphor for

how we need to think

about management

and control in today's

world. Earls shares the

7 principles of Herd

Marketing, which I will

summarize here, but

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suggesting that this is

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