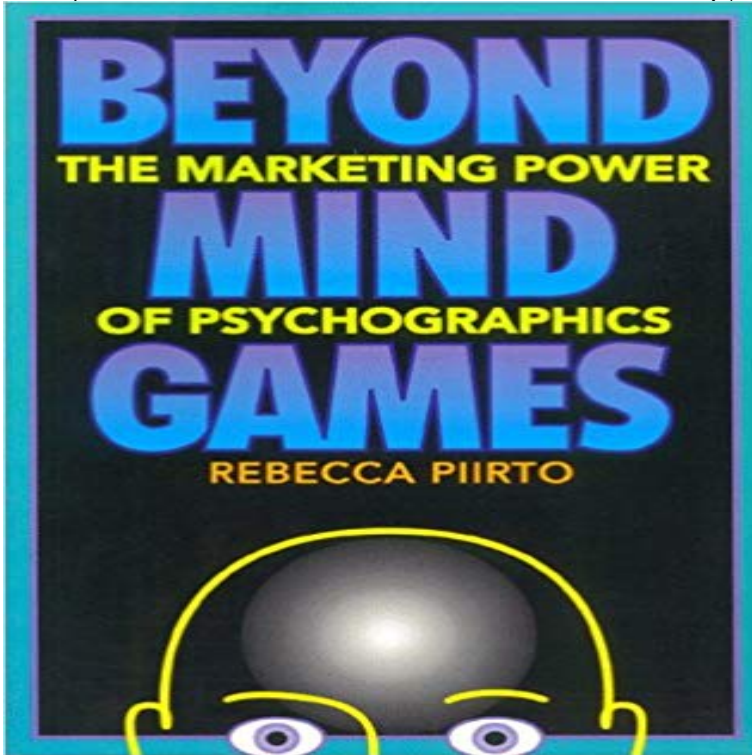


Beyond Mind Games: The Marketing Power of Psychographics



The first and only book that explains what psychographics is, where it came from, and how you can use it. Drawing from interviews with market research professionals, articles, books, and other sources, this definitive work demystifies psychographics. It is also available on audio tape, so you can turn your commute time to profit by learning how to apply psychographics to your marketing and sales.

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