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The Strategy of Desire. Ernest Dichter is famous as one of the founding fathers of motivational research. In applying the social sciences to a variety of problems, Dichter emphasized new approaches to problem solving, advertising, politics, and selling, and issues of social significance such as urban renewal, productivity, and drug addiction.

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Strategy Of Desire | Blaen | Concrete Collage

ERNEST DICHTER THE STRATEGY OF DESIRE PDF admin August 25, 2020 Ernest Dichter was an Austrian-American psychologist and marketing expert known as the "father of motivational research." Dichter pioneered the application of. Dr. Ernest Dichter is the Director of the Institute of Motivational Research.

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In The Strategy of Desire, Dichter both counters the argument that motivational research amounts to manipulation, and shows how the understanding and modification of human behavior is necessary for progress. Dichter's survey and analysis of behavior ranges widely.

The Strategy of Desire | Taylor & Francis Group

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The Economist 's holiday double issue a few weeks ago had an article about 1950s motivational-research guru Ernest Dichter (author of The Strategy of Desire) that argued that newfangled behavioral...

The new strategies of desire - PopMatters

Ernest Dichter (14 August 1907 – 21 November 1991) was an American psychologist and marketing expert known as the "father of motivational research." Dichter pioneered the application of Freudian psychoanalytic concepts and techniques to business — in particular to the study of consumer behavior in the marketplace. Ideas he established were a significant influence on the practices of the ...

Ernest Dichter - Wikipedia

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