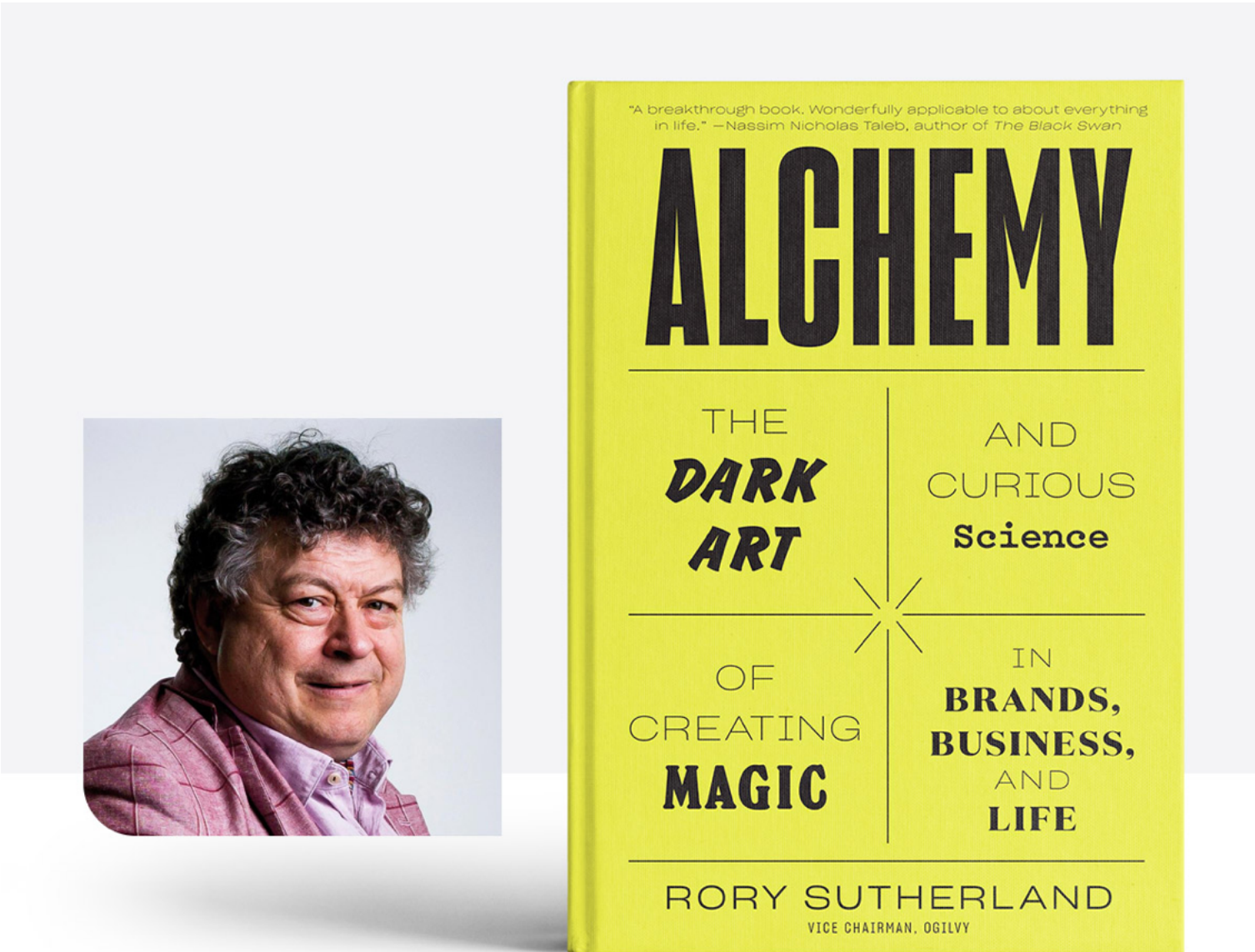


Recommended by Wim van Melick | Ogilvy, Amsterdam



Read and edited by: Joanna Uniwersal & Fere Van de Kerckhove | Ogilvy Amsterdam

## Alchemy

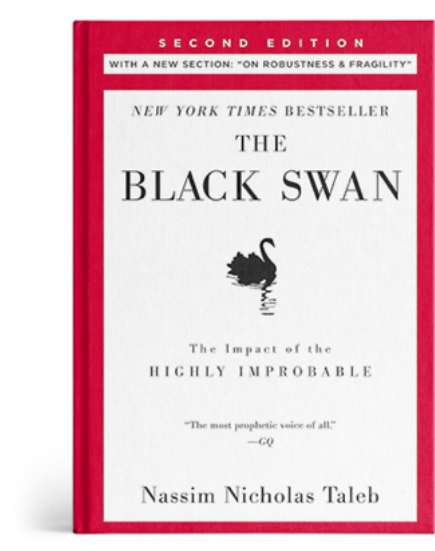
**The human mind does not run on logic any more than  
a horse runs on petrol**

You need to ignore what people say, instead, you need to concentrate on what people feel. Our conscious, logical mind does not influence our behaviour and purchase decisions. Our feelings do. To strike gold in business, you must master the dark art and curious science of conjuring irresistible ideas. Every marketer can sell a product, but to create an emotional bond, you need to be able to give something of value away. It is about decoding human behaviour, finding deep psychological insights, discovering the most compelling secrets to human decision-making.

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