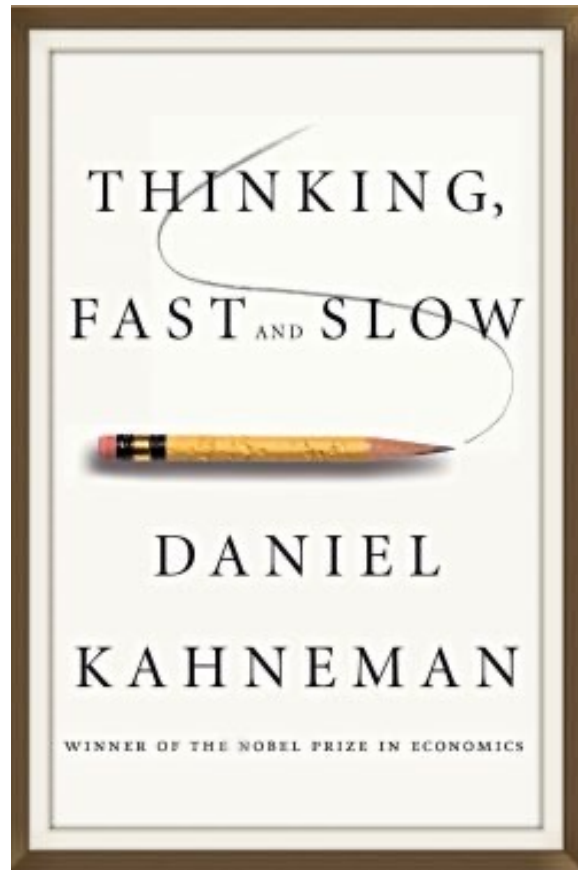


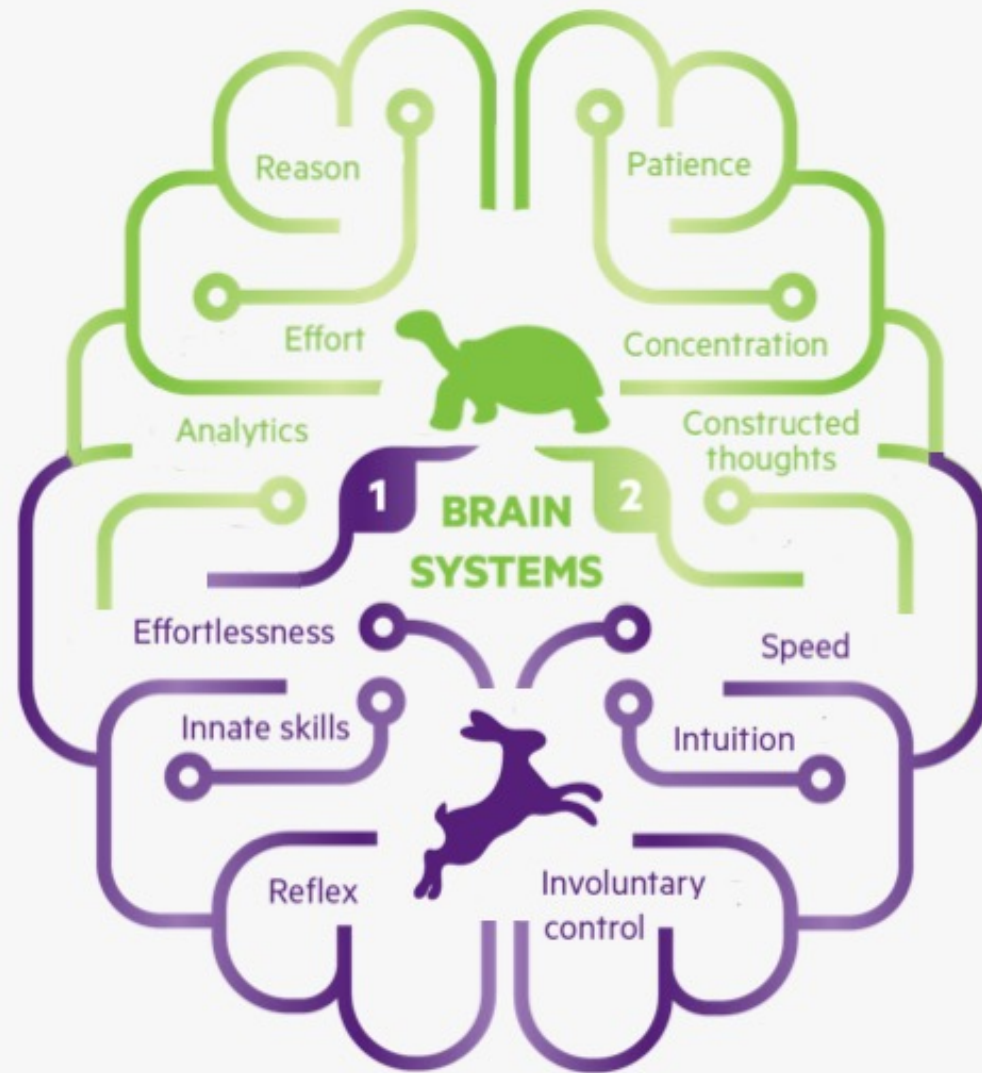
Ideas that don't make sense





-
- Our brain is hardwired, and the chemistry of the brain guarantees that we feel first and think second
 - BUT.....we think we do it the other way around !

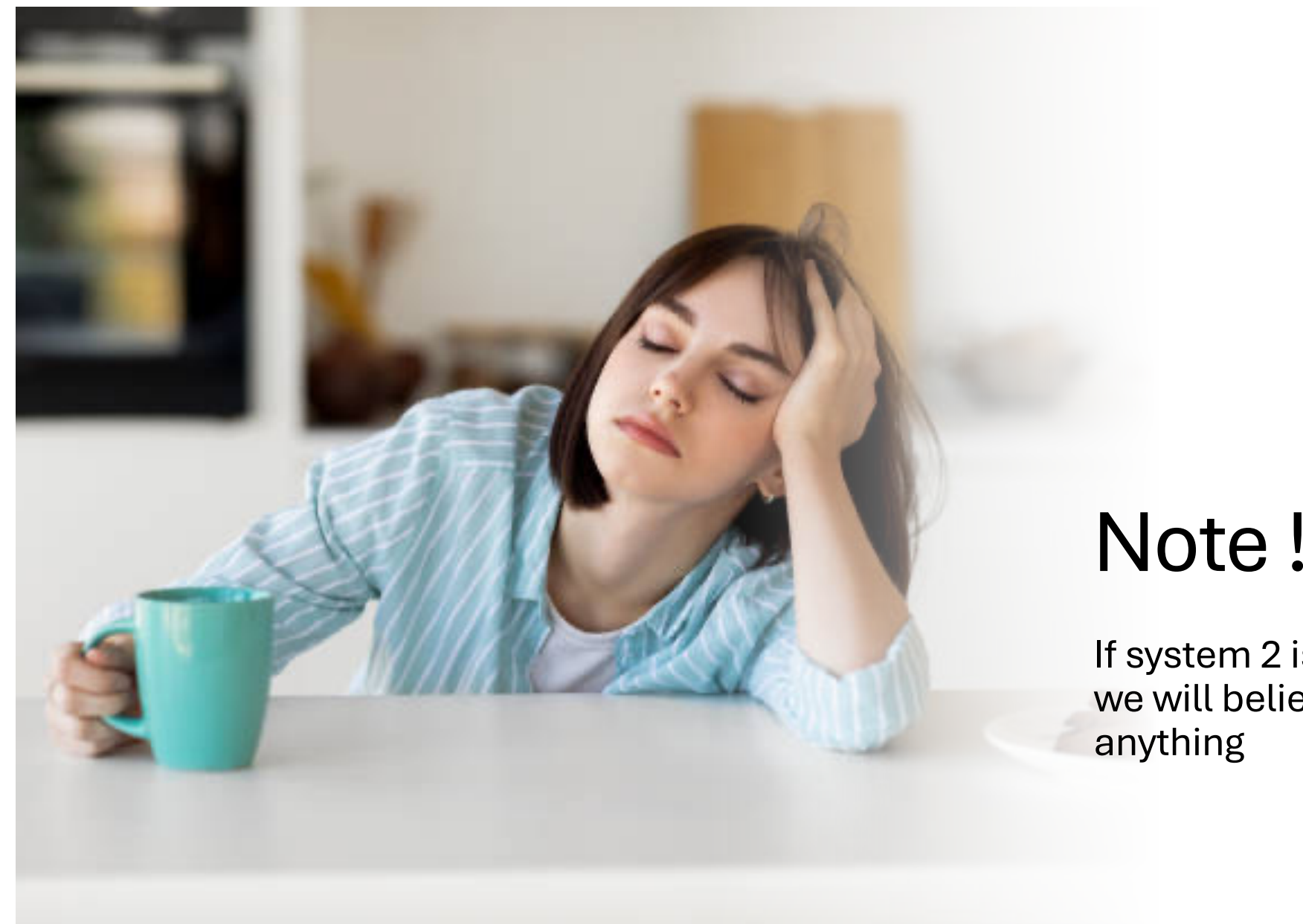




Cognitive Load

System 1 is very good – but has hard wired biases

System 2 is very good – but draining



Note !

If system 2 is depleted
we will believe almost
anything

Hard wired “instant views”

Called Biases





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Starbucks £5.00



Nespresso 39p



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Prussia, Famine and Potatoes



King Frederick the Great of
Prussia, Famine and Potatoes

Created value, by rebranding

You have to compete with Coke



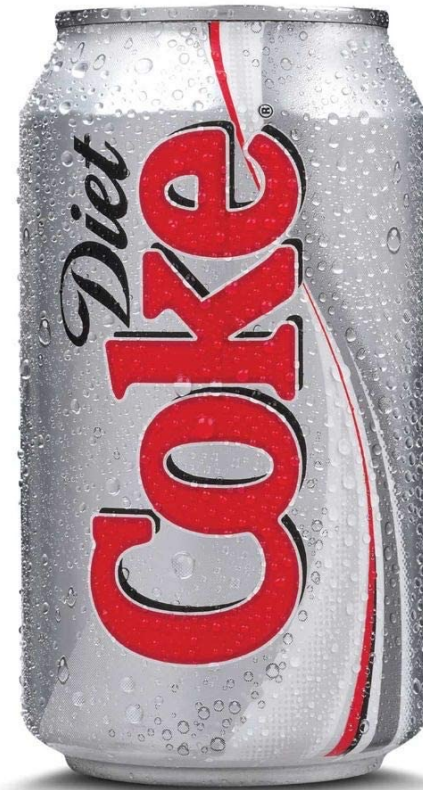
Logic is safe, right !



Difference is better



Diet Coke
has to taste
bitter



Apple









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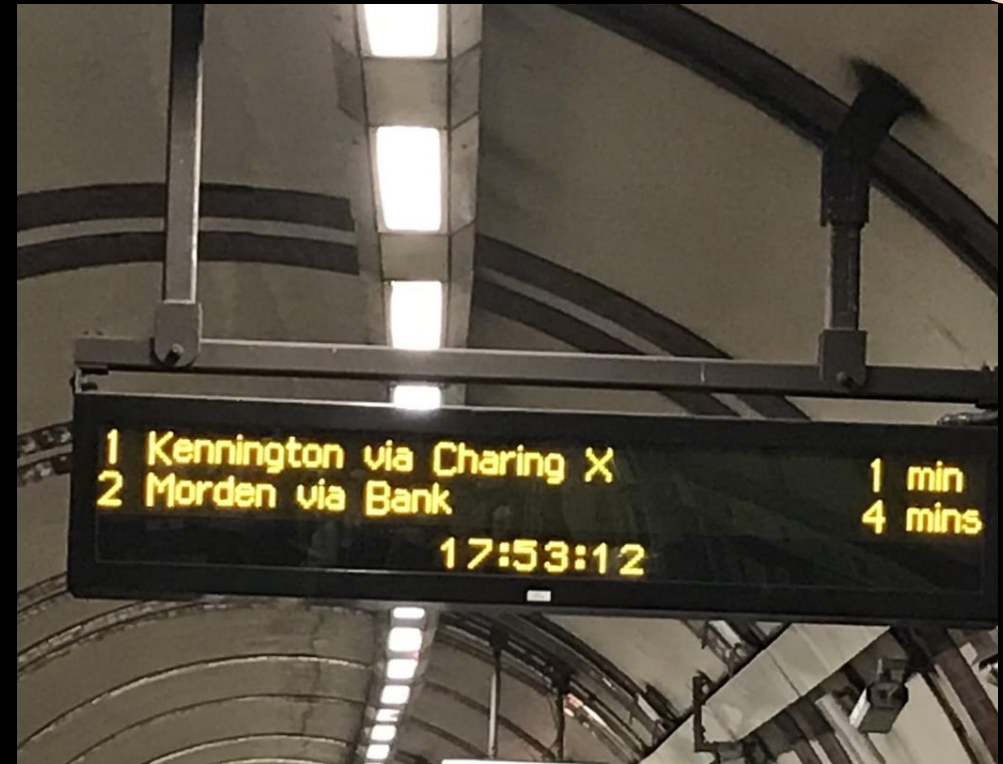


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