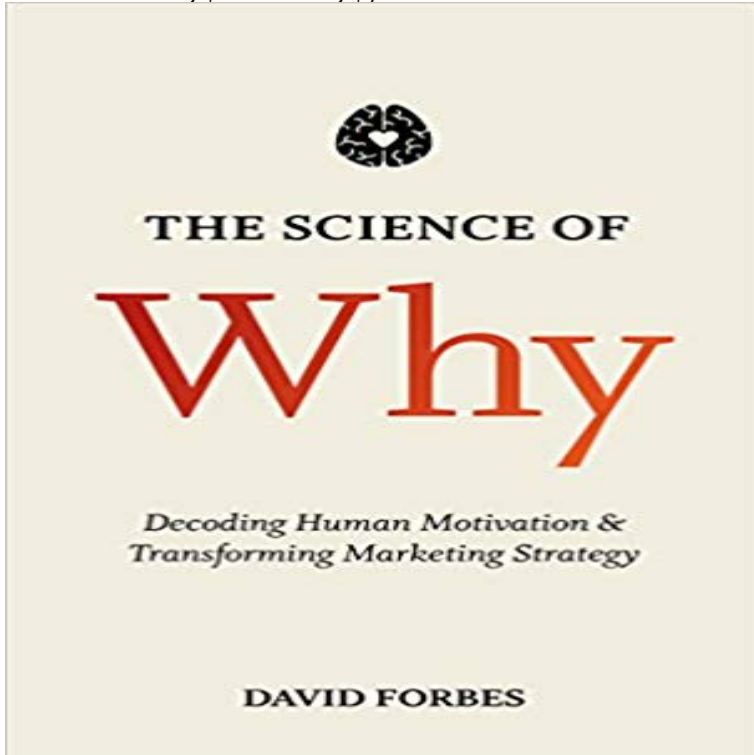


# The Science of Why: Decoding Human Motivation and Transforming Marketing Strategy



In this groundbreaking book, author David Forbes explains human motivation and provides ways that marketers can effectively reach the consumer. The book uses decades of psychology research and the authors own tool, the Forbes Matrix that identifies, organizes, and explains the nine core motivations.

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