



Sound Business

Julian Treasure

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Sound is a great undiscovered country for business. Most organisations are blissfully unaware of their sound, and yet sound affects people deeply. Sound can change people's behaviour in almost any commercial environment – including offices, shops, showrooms, advertising, the internet, hotels, bars and restaurants. Research shows that appropriate sound can increase retail sales by over 30% and triple productivity for some workers.

In Sound Business, leading strategic sound expert Julian Treasure explains exactly how to predict these effects and take control of sound to improve almost every aspect of business. Combining the latest psychoacoustic theory, original thinking and practical tips for every application of sound, this is the first book to map this unexplored land of sound in business. Readers can also review examples of the sounds described in this book by visiting the website www.soundbusiness.biz.

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