I can read you like a book! Novel thoughts on consumer behaviour

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Abstract
Purpose
To show how consumer researchers can learn from novels and analogous works of fiction.

Design/methodology/approach
Close reading of two recent novels, The Savage Girl by Alex Shakar and Jennifer Government by Max Barry.

Findings
The paper shows how works of fiction can be used as a intellectual resource by the consumer research community. It argues that fiction refreshed the parts that other research methods cannot reach.

Research limitations/implications
Much depends on the caliber of the novels. Not every work of art is a work of genius. The article contends that consumer researchers need to move beyond singing the praises of fiction and, in pursuit of new paths to thick description, seek instead to novelise our findings. Or narrate them better at least.

Practical implications
Marketing practitioners might learn more from reading novels than the academic marketing literature.

Originality/value
There is nothing particularly original in the paper. It reiterates what several scholars have said already. The message is sufficiently important to warrant constant repetition, however.

Keywords
Consumer research, Fiction, Marketing

Citation

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Books can teach us plenty about the world, of course, as well as improving our vocabularies and writing skills. But can fiction also make us better people? The claims for fiction are great. You might also like: • Can reading improve your mental health? • How feeling bad changes the brain • The amazing benefits of being bilingual. This exercise in perspective-taking is like a training course in understanding others. The Canadian cognitive psychologist Keith Oatley calls fiction “the mind’s flight simulator”. Just as pilots can practice flying without leaving the ground, people who read fiction may improve their social skills each time they open a novel. In his research, he has found that as we begin to identify with the characters, we start to consider their goals and desires instead. When you read a novel for your own pleasure, you would likely open the book to the first page and start reading. This method works fine since all you really want is to be entertained. But when your English teacher assigns you a novel to read, your reading pleasure is no longer paramount. What is paramount is for you to realize that at some point your teacher will require some written response from you, possibly a test or even a report. How to Read a Novel (For Your English Teacher). One of the wonderful things about reading (or at least that sets it apart from mountaineering and spelunking) is that you can just quit a book at any time, just put it down, stop and let it go. I would recommend starting out with getting. Continue Reading. The authors ask before you read I Can Read You Like A Book to forget eAuthors Hartley and Karinch research of body language was impressive. I Can Read You Like A Book is one of the better books on the market about said subject. Outlines there isn’t one rule for everyone you very much need to understand an individual’s baseline behaviour. Then you can try to determine meaning of their behaviour by assessing deviations from this. An example from book is take. As the title suggests a book about body language - one of the key things this outlines is to know and understand social norms for that individual. Understand cultural norms as well, these vary dramatically, take these all into account to help assess the current situation. I read most books in this way but I would still recommend people to finish a book from the beginning to the end — not all but certainly the great. Authors do their utmost on a plot and you cannot ignore that. When you read Madame Bovary like this… Read More. 6. Smart advice on how to become a smart reader. I now realize that my habit of reading books from cover to cover is not a productive exercise. 6. 1. Top highlight. The Way You Read Books Says A Lot About Your Intelligence, Here’s Why. Michael Simmons. Follow. Jun 20, 2018 · 13 min read. This is why the smartest people in the world own tons of books they don’t read. If you love to read as much as I do, walking into a bookstore as an adult feels exactly like walking into a candy store as a kid.