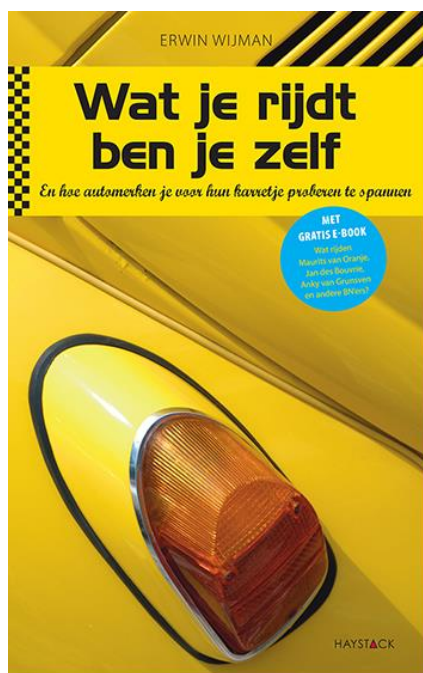


SANTASADŌ

Erwin Wijman - You Are What You Drive

How car brands drive you crazy

MARKETING | PSYCHOLOGY



So you think you choose your new car? You're wrong. Your job and your neighbors determine what car you drive, and if that is a Toyota Prius or a Porsche.

Of course you can explain why you bought a Peugeot. You buy a car with emotions and can defend its purchase with rational arguments. But there is no choice, you are your car. Your car is auto guide, marketing folder, psychology book, and story book all in one. It doesn't feature technical specifications, consumption figures, and other horsepower porn. This is also for women!

Published in October 2011 | Paperback | 288 pages | ca. 68,000 words

- Over 5,000 copies sold
- Dutch edition published by Haystack

ABOUT THE AUTHOR



Erwin Wijman has been writing about car marketing in newspapers (*NRC Handelsblad*, *de Volkskrant* and the Dutch *Financial Times*) and magazines (*Quote* and *Adformatie*).

RECOMMENDATIONS

‘A useful and hilarious guide book on the last bastion of class society in the low countries, the car.’ – **Jort Kelder**, journalist, columnist, and television presenter

‘It shows the holy grail for any marketer.’ – **Alfred Levi**, marketing guru for 3MO, SWOCC, and NIMA

‘Wijman offers his knowledge and skills with a fresh name dropping and staccato style that will make you laugh out loud.’ – **Viola Robbemondt**, editor in chief for Carwoman.nl

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