

Title (en)
METHODS FOR AND APPARATUS FOR PROVIDING ASSISTANCE TO A PURCHASER

Title (de)
VERFAHREN UND VORRICHTUNG ZUR ASSISTENZ FÜR EINEN KÄUFER

Title (fr)
PROCÉDÉS ET APPAREIL POUR ASSISTER UN ACHETEUR

Publication
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Application
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- US 201161561248 P 201111117
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Abstract (en)
[origin: WO2013056191A1] The present invention provides methods and apparatus for assisting a Purchaser in making a decision related to a Purchase. The decision may include which Product or Service will most satisfy a Purchaser in the event that the Purchaser acquires the Product or Service. The assistance is based upon Emotional Motivators associated with the Purchaser.

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Citation (search report)

- [I] US 2011022465 A1 20110127 - MALLESHAIAH PRASANNAKUMAR JOBIGENAHALLY [IN], et al
- [I] WO 2010119379 A1 20101021 - IMAGINI HOLDINGS LTD [GB], et al
- See references of WO 2013056191A1

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