



# **Psychodynamics: The new key to understanding target marketing and matchmaking.**

*John Tyler*

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Psychodynamics is a new methodology for market segmentation that goes beyond demographics and psychographics. Psychodynamics more accurately describes habits, patterns, values, and interests that lead to purchasing decisions?as well as all decisions that a person makes in life. For businesses of all sizes wanting to understand their clients' and customers' motivations and interests, Psychodynamics is a powerful new tool for the sales and marketing toolbox.

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