It's Friday afternoon and your boss calls you in to say that he's not happy with your lat- est project report.PEOPLE WANT WHAT'S FAMILIAR According to research by Marieke De Vries (2010) of Radboud University Nijmegen, in the Netherlands, you will buy the familiar brand.THE DESIRE FOR THE FAMILIAR IS RELATED TO THE FEAR OF LOSS This craving for the familiar and a preference for familiar brands is probably tied to the basic fear of loss.This is the project that you repeatedly told him was in trouble and you asked that more staff be assigned.You feel all your warnings were ignored.They are willing to try something new and differ- ent when they're in a happy mood and not as sensitive to what is familiar.On the way home you stop at the grocery store.

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