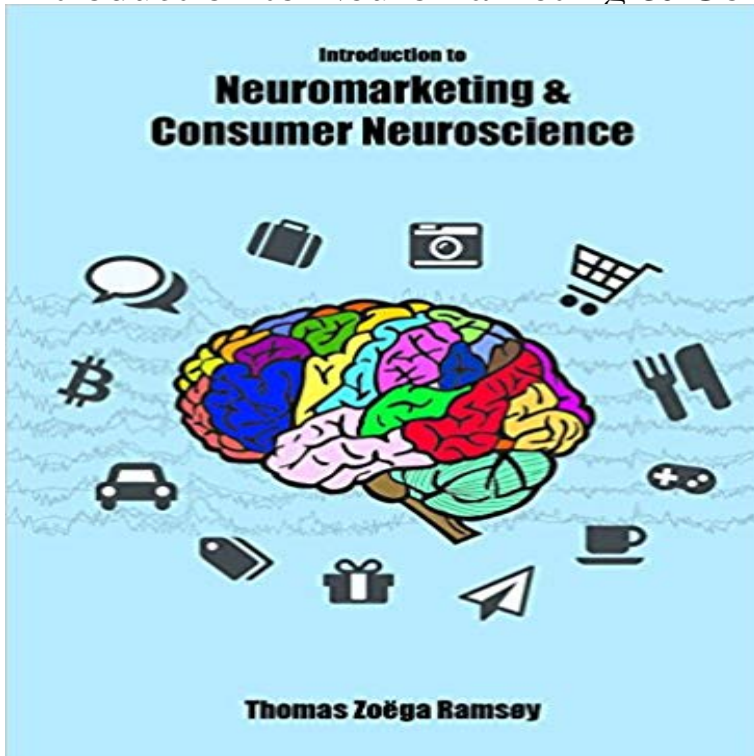


Introduction to Neuromarketing & Consumer Neuroscience



ADVANCE PRAISE If you want to understand how neuromarketing and consumer neuroscience are changing the landscape of market research today, you need to add this ebook to the top of your reading list right away. Stephen Genco, author of *Neuromarketing for Dummies* (...) an impressive tour de force! Everything you ever wanted to know about consumer neuroscience together with the very latest on its applications to Neuromarketing. It is hard to believe the book only scratches the surface (Cf. Epilogue). A mini encyclopedia and practitioners handbook all in one! Franck Sarrazit, Global Director of Brands and Communication, TNS This much needed book constitutes a superb outline of neuromarketing's neuroscience foundations as well as some of the recent exciting developments in this field. It is an easy to read account by one of the key contributors to the field. Emeritus Professor Richard Silberstein, President of the Neuromarketing Science and Business Association (NMSBA), and Chairman of Neuro-Insight Pty Ltd

ABOUT THE BOOK How do we make decisions on what to buy and what to pay for it? Why are we affected by brands and pricing when making our choices or just experiencing something? Traditional approaches to such questions have relied on the behavioural and social sciences. However, today we see a dramatic shift in our understanding of consumption behaviours. Recent advances in modern neuroscience, and how it combines with economics and psychology, have allowed us to study of how different brain functions serve consumer behaviour. A commercial industry is emerging that offers novel ways to assess consumer attention, emotion and memory. This book, written by one of the leading figures in neuromarketing and consumer neuroscience, offers a comprehensive insight into the workings of the brain and

its mind, and how this knowledge can inform our understanding of consumption behaviours. The book offers both basic and front-end academic insights, and includes chapters on sensation and perception; attention and consciousness; emotion and feeling; memory and learning; motivation and preference; and decision making. It also offers up to date and comprehensive insight about how the tools of neuroscience can be applied to assess consumer cognition and emotion. This book works as a landmark for this emerging academic and commercial disciplines, and to become a standard book of reference, just as the textbooks by Kotler and Keller have been for advertising and marketing.

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