

NEUROMARKETING FOR DUMMIES



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From Neuromarketing For Dummies. By Stephen J. Genco, Andrew P. Pohlmann, Peter Steidl . Neuromarketing is all over the news, but most people aren't quite sure what it really is. A working definition is key not only to understanding what all the buzz is about, but also to making use of neuromarketing in your own marketing endeavors.

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What Is Neuromarketing dummies

The term neuromarketing refers to the use of modern brain science to measure the impact of marketing and advertising on consumers. For decades, marketers have sought to understand what consumers were thinking, but they've relied on traditional techniques asking them what they thought in focus

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Neuromarketing for Dummies demystifies the topic for business owners, students, and marketers and offers practical ways it can be incorporated into your existing marketing plans. About the Author Stephen J. Genco, PhD, is a founder of the modern neuromarketing revolution.

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Neuromarketing for Dummies is the best and most comprehensive book about brain-based marketing to date, and deserves a spot on every marketer's bookshelf. (At 408 pages, it's likely the biggest book about neuromarketing, too!)

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"Neuromarketing for Dummies is the best and most comprehensive book about brain-based marketing to date, and deserves a spot on every marketer's bookshelf."-- Roger Dooley, author of Brainfluence and Neuromarketing and Brainy Marketing blogs

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Neuromarketing For Dummies covers this fascinating and expanding field in detail, and shows you how to use neuromarketing to your advantage. Neuromarketing For Dummies demystifies the topic and offers practical ways to incorporate neuromarketing into your research and marketing plans.

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Learn how to use neuromarketing and understand the science behind it Neuromarketing is a controversial new field where researchers study consumers' brain responses to advertising and media. Neuromarketing and the

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Neuromarketing For Dummies goes beyond the hype to explain the latest findings in this growing and often misunderstood field, and shows business owners and marketers how neuromarketing really works and how they can use it to their advantage. You'll get a firm grasp on neuromarketing theory and how it is impacting research in advertising, in

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Neuromarketing for Dummies Book Review NeuroRelay

A breakthrough for the field of neuroscience: in September 2013, Neuromarketing for Dummies presented our industry to a wide audience. This book (408 pages in 24 chapters) is the most comprehensive neuromarketing guide published until now .

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