

FEBRUARY 04, 2015

Statement of Accomplishment

JUAN JOSÉ MONTERO

HAS SUCCESSFULLY COMPLETED THE COPENHAGEN BUSINESS SCHOOL'S ONLINE OFFERING OF



An Introduction to Consumer Neuroscience & Neuromarketing

This course will introduce you to the field of consumer neuroscience and neuromarketing. It will go through concepts of the human brain and the consumer mind, how it is studied, and how this can be applied in commercial and societal understandings of consumer behaviour.

A handwritten signature in black ink, appearing to read 'Thomas Zoëga Ramsøy'.

THOMAS ZOËGA RAMSØY, PHD
DIRECTOR, CENTER FOR DECISION NEUROSCIENCE, CBS
CEO, NEURONS INC

PLEASE NOTE: THE ONLINE OFFERING OF THIS CLASS DOES NOT REFLECT THE ENTIRE CURRICULUM OFFERED TO STUDENTS ENROLLED AT COPENHAGEN BUSINESS SCHOOL. IT DOES NOT CONFER A COPENHAGEN BUSINESS SCHOOL GRADE OR CREDIT; IT DOES NOT CONFER A COPENHAGEN BUSINESS SCHOOL DEGREE; AND IT DOES NOT VERIFY THE IDENTITY OF THE STUDENT.