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Part of Neuromarketing For Dummies Cheat Sheet . 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

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them what they thought in focus groups and surveys.

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Genco, Stephen J., Pohlmann ...

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

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Neuromarketing is a controversial new field where researchers study consumers' brain responses to advertising and media. Neuromarketing

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and the brain sciences behind it provide new ways to look at the age-old question: why do consumers buy? Neuromarketing For Dummies goes beyond the hype to explain the

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i find this book very helpful for anyone who wants to understand neuromarketing. Easy to understand (as

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it's for dummies) but extensive depth (even if you're not a dummy). it's like the bible of neuromarketing. A book that every neuromarketer has to have in their bookshelf. very recommended.

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Stephen J. Genco, Andrew P ...

Este artículo de Neuromarketing es para dummies No aspiro a que este artículo lo lean grandes científicos de las neurociencias. Pero sí está enfocado, tanto esta primera parte como la segundo que publicaré a finales de esta semana, para que quienes empiezan en el maravilloso mundo del Marketing, la

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