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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
them what they thought in focus groups and surveys.

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Neuromarketing For Dummies goes beyond the hype to explain the

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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-store and online shopping, product and package design, and much more.

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Neuromarketing techniques are based on scientific principles about how humans really think and decide, which involves brain processes that our conscious minds aren't aware of. When combined with sound experimental designs and procedures, these new techniques provide insights into consumer decisions and actions that are invisible to traditional market research methodologies.

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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.

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

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Neuromarketing For Dummies goes beyond the hype to explain the

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"Neuromarketing for Dummies" is an incisive, reader-friendly guide to neuromarketing. Steve Genco et al. use straightforward language to provide insight to this very diverse and dynamic domain. "N4D" gives a systematic and extremely practical overview of the key issues concerning the neuroscience of marketing, which makes it an invaluable introduction for novices.

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Neuromarketing for Dummies is proof of how far we ' ve all come

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since then. The three authors* all have considerable experience in applying insights from neuromarketing commercially as well as being immersed in research and they have delivered the content with the accessible language and style that is a hallmark of the ‘ for Dummies ’ brand.

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Neuromarketing For Dummies covers the latest insights into this
fascinating and budding field and will show business owners and
marketers how they can use neuromarketing research to their
advantage.

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2Neuromarketing For Dummies We often use the term consumersto describe the people neuromarketing wants to understand; sometimes we just call them people. People who participate in studies or experiments we usually call partici- pants, because we don ' t like the clinical term subjects,although we do use that term once in a while.

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