

Introduction To Neuromarketing Consumer Neuroscience

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Introduction to Neuromarketing & Consumer Neuroscience is an essential read for students and researchers that use neuroscience in their current studies or plan using it in the future. The style in which the book is written is perfectly suited to the teaching modules in the field of neuromarketing and the references provided are of great value.

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Consumer neuroscience is the application of neuroscientific methods to the understanding of consumer behavior. By using methods such as EEG, fMRI, eye tracking, GSR, and more, consumer neuroscientists aim to better understand how consumers make decisions that can lead to purchases. The research that is carried out affords the possibility of understanding why we act in certain ways in the present, but it also creates the possibility of understanding how we will act in the future.

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Introduction to Neuromarketing & Consumer Neuroscience Paperback - 13 May 2015 by Dr Thomas Zoega Ramsoy (Author) 4.1 out of 5 stars 30 ratings

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Dr. Ramsøy publishes extensively on the application of neuroscience tools and insights into business and society, and in his commercial company he tests anything between consumer responses to robots, how store aisle make-overs affect stress, and how leaders can become better decision-makers through reducing their mental workload.

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Introduction to Neuromarketing & Consumer Neuroscience. We are currently working on the 2nd edition of the book "Introduction to Neuromarketing & Consumer Neuroscience" - to be published by Oxford University Press. This page will invite input and feedback to the 1st edition of the book. Stay tuned.

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