



Neuromarketing in Action: How to Talk and Sell to the Brain

Patrick M Georges, Anne-Sophie Bayle-Tourtoulou, Michel Badoc

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Providing a focused and in-depth examination of the field of marketing research that studies consumers' sensorimotor, cognitive and affective responses to marketing stimuli, Neuromarketing in Action is the first book to show both the scientific frameworks and the practical applications of this increasingly popular marketing tool. Through 18 chapters, referencing many global brands such as Aston Martin, Chanel, Lacoste, Amazon, Nike, Carrefour and Dunhill, the authors showcase the latest thinking on brain function and intelligence, and the subconscious influences on consumer behaviour. The book then examines the ways in which marketing efficiency can be improved through the satisfaction of the customer's senses, emotions, memory and conscience and looks at the impact on current marketing activities (selling methods, sensory marketing, product modification) and future strategies (value innovation, sensory brands, increased interaction with social networks and permission marketing). Neuromarketing in Action provides both a practical review of current thinking and a detailed review of future developments, showing how the latest marketing techniques can be validated and legitimized through the prism of the consumer brain.

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