



# Neuromarketing For Dummies

*Stephen J. Genco, Andrew P. Pohlmann, Peter Steidl*

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## **Learn how to use neuromarketing and understand the science behind it**

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

- How neuromarketing works
- Insights from the latest neuromarketing research
- How to apply neuromarketing strategies to any level of advertising or marketing, on any budget
- Practical techniques to help your customers develop bonds with your products and services
- The ethics of neuromarketing

*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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