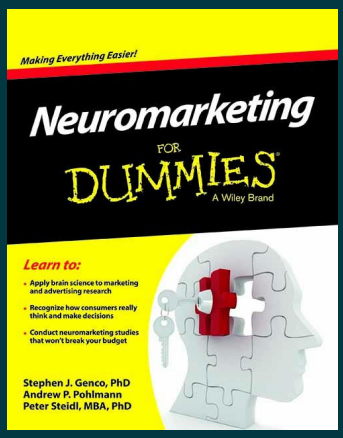
WILEY



Neuromarketing for Dummies

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

Paperback 9788126544387 ₹899.00

Pages: 408

Description

Neuromarketing is an up-and-coming field where researchers study consumers' cognitive responses to advertising and media. Through this study researchers are able to learn the answer to the age-old question: what makes consumers buy? However, not every business has the resources or time to undertake this crucial research into the buying ideology of their consumers. 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.

About the Author

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

Dr. Stephen Genco is a founder of the modern neuromarketing revolution and a leading designer of innovative new research approaches that leverage the latest findings in neuroscience

Table of Contents

Part I: The Brave New World of Neuromarketing

· What Neuromarketing Is and Isn't

· What We Know Now That We Didn't Know Then

· Putting Neuromarketing to Work

· Why Neuromarketing Matters

Part II: The Essence of Neuromarketing: The Nonconscious Mind of the Consumer

· The Intuitive Consumer: Nonconscious Processes Underlying Consumer Behavior

· The Central Role of Emotions in Consumer Responses

· New Understandings of Consumer Goals and Motivation

· Why We Buy the Things We Buy

Part III: Neuromarketing in Action

· Brands on the Brain

· Creating Products and Packages That Please Consumers' Brains

· Advertising Effectiveness

· The Shopping Brain and In-Store Marketing

· When Consumers' Brains Go Online

· Entertainment Effectiveness

Part IV: Measuring Consumer Response with Neuromarketing

· Traditional Approaches: Why Not Just Ask People?

· Neuromarketing Measures: Listening to Signals from the Body and the Brain

· Neuromarketing on a Budget: Inexpensive Ways to Learn from Your Customers

· Picking the Right Approach for Your Research Needs

Part V: Living with Neuromarketing: Practical and Ethical Considerations

· Five Things You Need to Know about Neuromarketing Studies and Measures

· A Pre-Flight Checklist for Successful Neuromarketing Studies

· Picking the Right Neuromarketing Partner

· Neuromarketing Ethics, Standards and Public Policy Implications

Part VI: The Part of Tens

· Ten Mistaken Beliefs about Neuromarketing

· Ten Scientific Pillars Underlying Neuromarketing

To purchase this product, please visit:
https://www.wileyindia.com/neuromarketing-for-dummies.html

Scan to buy