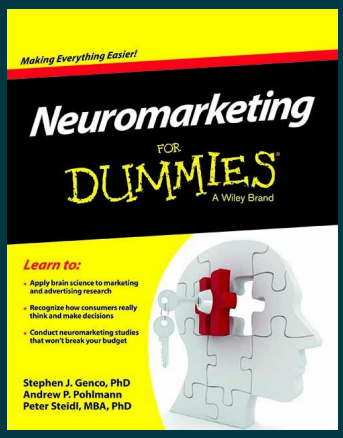
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Neuromarketing for Dummies

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

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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

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