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Brands; Chapter 13: The Buying Brain and Products; Chapter 14: The Buying Brain and Packaging; Chapter 15: The Buying Brain in the Aisle; Chapter 16: The Buying Brain and Advertising; Chapter 17: The Buying Brain, Screens, and Social Media; Chapter 18: Vision of the Future; Notes and Sources; Index

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Sommario/riassunto

If You Understand Brain Basics, You'll Sell More As much as 95% of our decisions are made by the subconscious mind. As a result, the world's largest and most sophisticated companies are applying the latest advances in neuroscience to create brands, products, package designs, marketing campaigns, store environments, and much more, that are designed to appeal directly and powerfully to our brains. The Buying Brain offers an in-depth exploration of how cutting-edge neuroscience is having an impact on how we make, buy, sell, and enjoy everything, and also probes deeper questions on

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