

1. Record Nr.	UNINA9910140842903321
Autore	Pradeep A. K. <1963->
Titolo	The buying brain [[electronic resource]] : secrets of selling to the subconscious mind // A.K. Pradeep
Pubbl/distr/stampa	Hoboken, NJ, : Wiley Chichester, : John Wiley [distributor], c2010
ISBN	1-119-20007-5 1-282-75603-6 9786612756030 0-470-64661-6 0-470-64678-0
Edizione	[1st edition]
Descrizione fisica	1 online resource (269 p.)
Disciplina	658.8342
Soggetti	Neuromarketing Consumer behavior Shopping - Psychological aspects Marketing - Psychological aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The Buying Brain: Secrets for Selling to the Subconscious Mind; Contents; Foreword; Acknowledgments; Part 1: Introducing the Buying Brain; Chapter 1: 1 Trillion to Persuade the Brain; Chapter 2: Neuromarketing Technology; Chapter 3: Your Customer's Brain Is 100,000 Years Old; Chapter 4: The Brain 101; Chapter 5: The Five Senses and the Buying Brain; Chapter 6: The Boomer Brain Is Buying; Chapter 7: The Female Brain Is Buying; Chapter 8: The Mommy Brain Is Buying; Chapter 9: The Empathic Brain Is Buying; Part 2: Engaging the Buying Brain; Chapter 10: Neuromarketing Measures and Metrics Chapter 11: The Consumer JourneyChapter 12: The Buying Brain and 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

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
