

1. Record Nr.	UNINA9910148745703321
Autore	Alonso Dos Santos Manuel
Titolo	Applying neuroscience to business practice // Manuel Alonso Dos Santos, editor
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Collana	Advances in Business Strategy and Competitive Advantage (ABSCA) Book Series, , 2327-3437
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Nota di contenuto	Assessing consumer reactions with neuroscientific measurements / Christopher Rumpf, Christoph Breuer -- Neuromarketing step by step: based on scientific publications / Erick Valencia -- Neuromarketing perspective of consumer choice / Salim Lahmiri -- Experiential marketing: searching for emotional connection with consumers in POS / Barbara Aucejo Devis, Maria Pocovi -- Mastering cognitive neuroscience and social neuroscience perspectives in the information age / Kijpokin Kasemsap -- Neuroscience applications in financial markets: a practitioner's perspective / Alessia Falsarone -- Interaction between the emotional and rational aspects in consumer buying process for typical food products of Italy / Luisa Sturiale, Alessandro Scuderi -- Marketing meets neuroscience: useful insights for gender subgroups during the observation of TV ads / Patrizia Cherubino [and 8 others] -- How is the personality of Facebook customers?: Cloninger's psychobiological model of temperament as a predictor of SNSs / Juan Jose Delgado -- Neuroscience applications on the assessments of TV ads / Tuna Cakar, Kaan Gez -- Neuromarketing from the perspective of advertising professionals: a battle between creatives and strategic planners / Ugur Bakir, Muge Elden, Erdem Gecit.

Sommario/riassunto "This book provides theoretical frameworks and current empirical research in the field by highlighting scientific studies and real-world applications on how neuroscience is being utilized in business practices and marketing strategies to benefit organizations, as well as emergent business and management techniques being developed from this research"--Provided by publisher.

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Autore Cioab, Sebastian M.

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