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| Sommario/riassunto      | This book presents the proceedings of the NeuroIS Retreat 2018, June 19-21, Vienna, Austria, reporting on topics at the intersection of Information Systems (IS) research, neurophysiology and the brain sciences. Readers will discover the latest findings from top scholars in the field of NeuroIS, which offer detailed insights on the neurobiology underlying IS behavior, essential methods and tools and their applications for IS, as well as the application of neuroscience and neurophysiological theories to advance IS theory. |

