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	Sommario/riassunto	This book presents the proceedings of the NeuroIS Retreat 2019, held on June 4–6 in Vienna, Austria, reporting on topics at the intersection of information systems (IS) research, neurophysiology and the brain sciences. Featuring the latest findings from top scholars in the field, it offers detailed insights into the neurobiology underlying IS behavior, essential methods and tools and their applications for IS, as well as applying neuroscience and neurophysiological to advance IS theory.