

1. Record Nr.	UNINA9910808983903321
Autore	Dooley Roger <1952->
Titolo	Brainfluence : 100 ways to persuade and convince customers with neuromarketing // Roger Dooley
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, c2012
ISBN	1-283-31608-0 9786613316080 1-118-17594-8 1-118-17596-4
Edizione	[1st ed.]
Descrizione fisica	1 online resource (306 p.)
Disciplina	658.8001/9
Soggetti	Neuromarketing Marketing - Psychological aspects Advertising - Psychological aspects Consumers - Psychology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	section 1. Price and product brainfluence -- section 2. Sensory brainfluence -- section 3. Brainfluence branding -- section 4. Brainfluence in print -- section 5. Picture brainfluence -- section 6. Loyalty and trust brainfluence -- section 7. Brainfluence in person -- section 8. Brainfluence for a cause -- section 9. Brainfluence copywriting -- section 10. Consumer brainfluence -- section 11. Gender brainfluence -- section 12. Shopper brainfluence -- section 13. Video, TV, and film brainfluence -- section 14. Brainfluence on the Web.
Sommario/riassunto	"Neuromarketing studies the way the brain responds to various cognitive and sensory marketing stimuli. Analysts use this to measure a consumer's preference, what a customer reacts to, and why consumers make certain decisions. This scientific approach to marketing has helped many brands and companies determine how to best market their products to different demographics and consumer groups. Brainfluence explains how to practically apply neuroscience and behavior research to everyday marketing problems. This book is

designed to be a practical guide with quick and easy takeaways offered in 60 short chapters, each containing one key strategy. The chapters are organized into major groups, mainly by application: in-person sales, Web marketing, print advertising, and many others. The book explains several key concepts, including: New insights into what makes people buy, Ways for brands to form emotional bonds with customers, Short, easy to digest ideas that can be accessed in any order, Techniques for all types of businesses, including small businesses and non-profits This book contains practical, easy-to-understand ways to improve marketing, advertising, and sales efforts"--
