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Nota di contenuto	Intro -- Seducing the Subconscious -- Contents -- Foreword -- Introduction -- Part 1 Taking Advertising Apart -- 1 The Persuasion Model -- 2 Alternative Ideas -- 3 Why We Don't Pay Attention to Advertising -- Part 1 Summary -- Part 2 The Psychology of Communication -- 4 Learning and Attention -- 5 The Role of Memory -- 6 HowWe Process Communication -- 7 Problems with Getting Attention -- Part 2 Summary -- Part 3 Emotion and Consciousness -- 8 Emotional Processing -- 9 Our Adaptive Subconscious -- 10 Emotion and Attention -- Part 3 Summary -- Part 4 Decisions and Relationships -- 11 Decision-Making -- 12 The Power of Metacommunication -- 13 The Subconscious Seduction Model -- Part 4 Summary -- Part 5 Taking A Fresh Look at Advertising -- 14 Under the Radar -- 15 The Hidden Power of New Media -- 16 Legal, Decent, Honest, and Truthful? -- 17

Sommario/riassunto

Our relationship with ads: it's complicated A must-read for anyone intrigued by the role and influence of the ad world, *Seducing the Subconscious* explores the complexities of our relationship to advertising. Robert Heath uses approaches from experimental psychology and cognitive neuroscience to outline his theory of the subconscious influence of advertising in its audience's lives. In addition to looking at ads' influence on consumers, Heath also addresses how advertising is evolving, noting especially the ethical implications of its development. Supported by current research, *Seducing the Subconscious* shows us just how strange and complicated our relationship is with the ads we see every day.