1. Record Nr. UNINA9910457196603321

| | |
|---|---|
| Autore | Dooley Roger <1952-> |
| Titolo | Brainfluence [[electronic resource] ] : 100 ways to persuade and convince customers with neuromarketing / / Roger Dooley |
| Pubbl/distr/stampa | Hoboken, N.J., : Wiley, c2012 |
| ISBN | 1-283-31608-0<br>9786613316080<br>1-118-17594-8<br>1-118-17596-4 |
| Descrizione fisica | 1 online resource (306 p.) |
| Disciplina | 658.8001/9 |
| Soggetti | Neuromarketing<br>Marketing - Psychological aspects<br>Advertising - Psychological aspects<br>Consumers - Psychology<br>Electronic books. |
| 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"-- |

2. Record Nr. UNINA9910828837803321

| | |
|---|---|
| Titolo | Recent developments in quantum affine algebras and related topics : representations of affine and quantum affine algebras and their applications, North Carolina State University, May 21-24, 1998 / / Naihuan Jing, Kailash C. Misra, editors |
| Pubbl/distr/stampa | Providence, Rhode Island : , : American Mathematical Society, , [1999]<br>©1999 |
| ISBN | 0-8218-7838-7 |
| Descrizione fisica | 1 online resource (482 p.) |
| Collana | Contemporary mathematics, , 0271-4132 ; ; 248 |
| Disciplina | 512/.55 |
| Soggetti | Representations of Lie algebras<br>Affine algebraic groups<br>Representations of quantum groups<br>Representations of algebras |
| 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. |
| Nota di contenuto | ""Contents""; ""Preface""; ""The polynomial behavior of weight multiplicities for classical simple Lie algebras and classical affine Kac-Moody algebras""; ""A note on embeddings of some Lie algebras defined by matrices""; ""Principal realization for the extended affine Lie |

algebra of type sl2 with coordinates in a simple quantum torus with two generators""; ""Monomial bases of quantized enveloping algebras""; ""Quantized W-algebra of sl(2, 1): A construction from the quantization of screening operators""; ""Affine algebras and non-perturbative symmetries in superstring theory""
""Automorphism groups and twisted modules for lattice vertex operator algebras""""Truncated meanders""; ""The q-characters of representations of quantum affine algebras and deformations of W-algebras""; ""Melzer's identities revisited""; ""Automorphisms of lattice type vertex operator algebras and variations, a survey""; ""Remarks on fermionic formula""; ""q-vertex operators for quantum affine algebras""; ""Homology of certain truncated Lie algebras""; ""Vertex operator algebras and the zeta function""; ""On Z-graded associative algebras and their N-graded modules""
""An A-form technique of quantum deformations""""""Determinant formula for the solutions of the quantum Knizhnik-Zamolodchikov equation with |q| = 1""; ""Functorial properties of the hypergeometric map""; ""Polyhedral realizations of crystal bases and braid-type isomorphisms""; ""Meromorphic tensor categories, quantum affine and chiral algebras I""; ""Dual pairs and infinite dimensional Lie algebras""