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Companies -- 8. Hair Shampoo -- 9. Amusement Parks -- 10. Toys --  
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#### Sommario/riassunto

This book is aimed at readers interested in advanced consumer behavior theories - both graduate students in their final year and practitioners with an MBA or similar background. Emotions, Advertising and Consumer Choice focuses on recent neurological or psychological insights - originating from brain scanning or neurological experiments - on basic emotional processes in the brain and their role in controlling human behavior. These insights are translated by the authors to cover the behavior of ordinary individuals in every-day life. The book looks at these developments in the light of traditional cognitive theories of consumer choice and it discusses the implications for advertising and other communication testing. The book offers a first-time thorough review of contemporary thinking in the field of consumer behavior and an exhaustive amount of empirical evidence to support the authors' notion of an emerging paradigm of emotionally-based consumer choice where mental brand equity becomes a central phenomenon.

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