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about brands. Brand choice decisions ultimately take place inside the consumer's head. Neuroscience, then, holds lessons for how consumers respond to brands and make purchasing decisions. Marketers and brand managers should take note. Erik du Plessis does just that.

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Branding (Marketing) I. Title.

The Branded Mind

Research into the world of neuroscience marketing has emerged as a way of giving brands insight into the way the brain responds to certain stimuli. While neuroscience focuses more broadly on the behaviour of the brain,

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“neuromarketing” looks at how companies can adapt their brand awareness strategies to influence customers on a psychological level.

**Your brain on branding:
Neuroscience marketing and mind**

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neuroscience and neuromarketing, and
how brain science can contribute to
marketing and brand building strategies,
The Branded Mind is based on exclusive
research by Millward Brown, one of the
World's top market research companies.
This unique and insightful book covers
everything from the nature of feelings,
emotions and moods, to consumer

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behaviour, decision making and market
segmentation, and how to use these
insights to the benefit of your brand.

The Branded Mind: What Neuroscience Really Tells Us About

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The Branded Mind is about how people think, and particularly how people think

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about brands. It explores what we know about the structure of the brain, how the different parts of the brain interact, and then demonstrates how this relates to current marketing theories on consumer behaviour. Investigating developments in neuroscience and neuromarketing, and how brain science can contribute to marketing and brand building strategies,

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By Roger Dooley. Book Review - The
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Brain and the Brand by Erik du Plessis. If
you are tired of pop psychology and

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fluffy neuro-books, then The Branded
Mind by Erik du Plessis is for you. This is
a book with voluminous research and
serious thinking about how brands
embed themselves in our brains.

The Branded Mind by Erik du Plessis - Neuromarketing

The Branded Mind investigates

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developments in neuroscience and neuromarketing, and how brain science can contribute to marketing and brand building strategies. Including research by Millward Brown, it investigates topics such as, personality, measuring the brain, consumer behaviour, decision making and market segmentation.

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Neuroscience examines the structure and function of the human brain and nervous system. Neuroscientists use cellular and molecular biology, anatomy and physiology, human behavior and cognition ...

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