

The Branded Mind What Neuroscience Really Tells Us About The Puzzle Of The Brain And The Brand

Neuroscientific research shows that the great majority of purchase decisions are irrational and driven by subconscious mechanisms in our brains. This is hugely disruptive to the rational, logical arguments of traditional communication and marketing practices and we are just starting to understand how organizations must adapt their strategies. This book explains the subconscious behavior of the "neuro-consumer" and shows how major international companies are using these findings to cast light on their own consumers' behavior. Written in plain English for business and management readers with no scientific background, it focuses on: how to adapt marketing and communication to the subconscious and irrational behaviors of consumers; the direct influence of the primary senses (sight, hearing, smell, taste, touch) on purchasing decisions and the perception of communications by customers' brains; implications for innovation, packaging, price, retail environments and advertising; the use of "nudges" and artifices to increase marketing and communication efficiency by making them neuro-compatible with the brain's subconscious expectations; the influence of social media and communities on consumers' decisions - when collective conscience is gradually replacing individual conscience and recommendation becomes more important than communication; and the ethical limits and considerations that organizations must heed when following these principles. Authored by two globally recognized leaders in business and neuroscience, this book is an essential companion to marketers and brand strategists interested in neuroscience and vital reading for any advanced student or researcher in this area.

Emotional intelligence (EI) is the best instrument to build stronger relationships, communicate effectively, relieve stress, overcome challenges, and achieve career and personal goals. As such, this book covers a variety of topics related to the science of EI. Chapters address the science and philosophy behind EI, using EI to cope with consequences, strategies to develop EI in early childhood education, neuromarketing, emotional responding and adversity, brain networks of emotional prosody processing, humor events and wellbeing, and much more.

In this book the authors describe their original research on the potential of both standard and high-resolution electroencephalography (EEG) for analyzing brain activity in response to TV advertising. When engineering techniques, neuroscience concepts and marketing stimuli converge in one research field, known as neuromarketing, various theoretical and practical aspects need to be considered. The book introduces and discusses those aspects in detail, while showing several experiments performed by the authors during their attempts to measure both the cognitive activity and emotional involvement of the test subjects. In these experiments, the authors apply simultaneous EEG, galvanic skin response and heart rate monitoring, and show how significant variations of these variables can be associated with attention to, memorization or enjoyment of the presented stimuli. In particular, this book shows the central role of statistical analysis in recovering significant information on the scalp and cortical areas involved, along with variations of activity in the autonomous nervous system. From an economic and marketing perspective, the aim of this work is to promote a better understanding of how mass consumer advertising (or testing) affects brain systems. From a neuroscience perspective, the broader goal is to provide a better understanding of both the neural mechanisms underlying the impact of affect and cognition on memory, and the neural correlates of choice and decision-making. => Please download the extra material for this book http://extras.springer.com/ "While you're reading Neuro Web Design, you'll probably find yourself thinking "I already knew that..." a lot. But when you're finished, you'll discover that your ability to create effective web sites has mysteriously improved. A brilliant idea for a book, and very nicely done." - Steve Krug, author of Don't Make Me Think! A Common Sense Approach to Web Usability Why do people decide to buy a product online? Register at your Web site? Trust the information you provide? Neuro Web Design applies the research on motivation, decision making, and neuroscience to the design of Web sites. You will learn the unconscious reasons for people's actions, how emotions affect decisions, and how to apply the principles of persuasion to design Web sites that encourage users to click. Neuro Web Design employs "neuro-marketing" concepts, which are at the intersection of psychology and user experience. It's scientific, yet you'll find it accessible, easy to read, and easy to understand. By applying the concepts and examples in this book, you'll be able to dramatically increase the effectiveness and conversion rates of your own Web site.

The Promise and Perils of Tomorrow's Neuroscience

Brainfluence

Mind Wide Open

Adapting Marketing and Communication Strategies for the Subconscious, Instinctive and Irrational Consumer's Brain

Living Brands

In the Mind Fields

Exploring the Brain of the Consumer

Brain repair, smart pills, mind-reading machines—modern neuroscience promises to soon deliver a remarkable array of wonders as well as profound insight into the nature of the brain. But these exciting new breakthroughs, warns Steven Rose, will also raise troubling questions about what it means to be human. In The Future of the Brain, Rose explores just how far neuroscience may help us understand the human brain—including consciousness—and to what extent cutting edge technologies should have the power to mend or manipulate the mind. Rose first offers a panoramic look at what we now know about the brain, from its three-billion-year evolution, to its astonishingly rapid development in the embryo, to the miraculous process of infant development. More important, he shows what all this science can—and cannot—tell us about the human condition. He examines questions that still baffle scientists and he explores the potential threats and promises of new technologies and their ethical, legal, and social implications, wondering how far we should go in eliminating unwanted behavior or enhancing desired characteristics, focusing on the new "brain steroids" and on the use of Ritalin to control young children. The Future of the Brain is a remarkable look at what the brain sciences are telling us about who we are and where we came from—and where we may be headed in years to come.

Understanding and improving how organizations work and are managed is the object of management research and practice, and this topic is of longstanding interest in the academia and in society at large. More recently, the contribution that the study of the brain could make to, notably, our understanding of decisions, emotional reactions, and behaviors has led to the emergence of the field of "organizational neuroscience". Within the field of management, organizational neuroscience seeks to explore linkages between neuroscience research, theories, and methods and management research. Its primary goal is to incorporate findings on the cognitive processes underlying the thoughts, behaviors and attitudes of organizational actors in order to better inform management theories, and to assist in understanding, predicting and improving these behaviors in the workplace. As a result, we have seen in the last decade a flurry of research projects and publications in organizational neuroscience, as well as novel or rejuvenated innovations around neuromarketing, neuroleadership, and cognitive enhancement in the work place, to name a few. However, research and practical applications in organizational neuroscience pose profound ethical challenges about, for example, organizational responsibility in the responsible use of scientific innovation. Drawing on recent debates in the field, and in response to upcoming ethical challenges of organization neuroscience, this book introduces "organizational neuroethics" as an emerging interdisciplinary field that addresses the ethics of organizational neuroscience research and applications, as well as the neuroscience of organizational ethics. The first part focuses on the ethics of organizational neuroscience and several chapters tackle the ethics of neuromarketing or neuroleadership and discuss the ethical issues associated with neuroenhancement practice in the workplace. The second part of the book addresses cutting-edge topics in the neuroscience of organizational ethics. Written by international experts in the fields of management, neuroscience, ethics, and social science, this book will be of prime interest to practitioners, researchers and students in the various fields concerned with improving management research and practice, as well as organizational ethics.

A new edition of the bestselling classic—published with a special introduction to mark its 10th anniversary This pioneering account sets out to understand the structure of the human brain—the place where mind meets matter. Until recently, the left hemisphere of our brain has been seen as the 'rational' side, the superior partner to the right. But is this distinction true? Drawing on a vast body of experimental research, Iain McGilchrist argues while our left brain makes for a wonderful servant, it is a very poor master. As he shows, it is the right side which is the more reliable and insightful. Without it, our world would be mechanistic—stripped of depth, colour and value.

BRILLIANTLY EXPLORING TODAY'S CUTTING-EDGE BRAIN RESEARCH, MIND WIDE OPEN IS AN UNPRECEDENTED JOURNEY INTO THE ESSENCE OF HUMAN PERSONALITY, ALLOWING READERS TO UNDERSTAND THEMSELVES AND THE PEOPLE IN THEIR LIVES AS NEVER BEFORE. Using a mix of experiential reportage, personal storytelling, and fresh scientific discovery, Steven Johnson describes how the brain works -- its chemicals, structures, and subroutines -- and how these systems connect to the day-to-day realities of individual lives. For a hundred years, he says, many of us have assumed that the most powerful route to self-knowledge took the form of lying on a couch, talking about our childhoods. The possibility entertained in this book is that you can follow another path, in which learning about the brain's mechanics can widen one's self-awareness as powerfully as any therapy or meditation or drug. In Mind Wide Open, Johnson embarks on this path as his own test subject, participating in a battery of attention tests, learning to control video games by altering his brain waves, scanning his own brain with a \$2 million fMRI machine, all in search of a modern answer to the oldest of questions: who am I? Along the way, Johnson explores how we "read" other people, how the brain processes frightening events (and how we might rid ourselves of the scars those memories leave), what the neurochemistry is behind love and sex, what it means that our brains are teeming with powerful chemicals closely related to recreational drugs, why music moves us to tears, and where our breakthrough ideas come from. Johnson's clear, engaging explanation of the physical functions of the brain reveals not only the broad strokes of our aptitudes and fears, our skills and weaknesses and desires, but also the momentary brain phenomena that a whole human life comprises. Why, when hearing a tale of woe, do we sometimes smile inappropriately, even if we don't want to? Why are some of us so bad at remembering phone numbers but brilliant at recognizing faces? Why does depression make us feel stupid? To read Mind Wide Open is to rethink family histories, individual fates, and the very nature of the self, and to see that brain science is now personally transformative -- a valuable tool for better relationships and better living.

The Advertised Mind

The Divided Brain and the Making of the Western World, Second Edition

Brain and Culture

Neuromarketing

Brand Seduction

Exploring the New Science of Neuropsychoaanalysis

The Neuro-Consumer

Long marketers have been asking the wrong question. If consumers make decisions unconsciously, why do we persist in asking them directly through traditional marketing research why they do what they do? They simply can't tell us because they don't really know. Before marketers develop strategies, they need to recognize that consumers have strategies too. . . human strategies, not consumer strategies. We need to go beyond asking why, and begin to ask how behavior change occurs. Here, author Douglas Van Praet takes the most brilliant and revolutionary concepts from cognitive science and applies them to how we market, advertise, and consume in the modern digital age. Van Praet simplifies the most complex object in the known universe - the human brain - into seven codified actionable steps to behavior change. These steps are illustrated using real world examples from advertising, marketing, media and business to consciously unravel what brilliant marketers and ad practitioners have long done intuitively, deconstructing the real story behind some of the greatest marketing and business successes in recent history, such as Nike's "Just Do It" campaign; "Got Milk?"; Wendy's "Where's the Beef?"; and the infamous Volkswagen "Punch Buggy" launch as well as their beloved "The Force" (Mini Darth Vader) Super Bowl commercial.

IKEA, El Bulli, Apple, Bausch & Lomb, Coca-Cola... These are just a few of the brands that have "got it." Every company that really stands out has this "certain something" in common. That being said, talking about something that does not have a name is tantamount to allowing that it may not exist. For this reason, the authors have named it; they call it a dream. Today, a company can only truly stand out if it has a dream – a shared dream with the capacity to touch us all. The potential of a dream has no limits, and any brand – as small as it may be – can stand out by chasing its dream. A dream can be found behind any activity, as mundane as it may seem. Through success stories that provide excellent opportunities for learning, the authors help us to uncover and communicate our dream and to share it with everyone who, in one way or another, comes into contact with our company. Today, a company can only truly stand out if it has a dream – a shared dream with the capacity to touch us all. The potential of a dream has no limits, and any brand – as small as it may be – can stand out by chasing its dream. A dream can be found behind any activity, as mundane as it may seem. Through success stories that provide excellent opportunities for learning, the authors help us to uncover and communicate our dream and to share it with everyone who, in one way or another, comes into contact with our company.

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Du Plessis draws on information about the working of the human brain from psychologists, neurologists, and artificial intelligence specialists to suggest why "ad-liking" is such an important factor in advertisement and how it predisposes consumers to buy the brand that is being advertised.

The Leader's Brain

Unconscious Branding

What Makes Them Click?

Analyzing the Strategic Role of Neuromarketing and Consumer Neuroscience

Brands that Dream

Neuro Web Design

How Biology & Neuroscience Shape Consumer Behaviour & Brand Desirability

What has neuroscience got to do with branding? The link may not be immediately obvious, but the fact is, our brains select brands in much the same way that Google selects websites. So, just as web marketers play on Google's algorithm to make sure their site appears as high up the search list as possible, brand marketers should play on the brain's algorithm to make sure their brand is at the top of their customers' minds at the moment they choose which brand to buy. This ground-breaking new book brings the proven effects of hard science to the creative practice of branding. It shows you how to harness this powerful combination to your own advantage by helping you understand how customers' brains work when they choose brands. A strong brand cannot be built effectively without taking into account the laws of the brain – which, as this book shows, really exist and can be scientifically proven to work. Once you know this, you can apply the familiar branding laws of relevance, coherence and participation more precisely, more confidently and to much greater effect. This means your brand will have a much greater chance of being chosen by customers than your competitors' brands. Branding with Brainshatters the conventional approach to branding, which is based on hunches and intuition, by uncovering the hard, scientific truth about why customers choose some brands over others. Insights into company stories, from Leica to Innocent Drinks, from Starbucks to Schiphol International Airport, give you the fascinating truth about how the processes that go on in our brain affect our decisions to buy a particular product or service. All in all, this breathtakingly radical new book from Tjaco Walvis presents a danginly different, state of the art approach to brand strategy that will help you build powerful brands more efficiently, more effectively and more reliably than ever before. Branding really is all in the mind – and this book proves it! Ever notice that all watch ads show 10.10 as the time? Or that all fast-food restaurants use red or yellow in their logos? Or that certain stores are always having a sale? You may not be aware of these details, yet they've been influencing you all along. Every time you purchase, swipe, or click, marketers are able to more accurately predict your behavior. These days, brands know more about you than you know about yourself. Blindsight is here to change that. With eye-opening science, engaging stories, and fascinating real-world examples, neuroscientist Matt Johnson and marketer Prince Ghuman dive deep into the surprising relationship between brains and brands. In Blindsight, they showcase how marketing taps every aspect of our mental lives, covering the neuroscience of pain and pleasure, emotion and logic, fear and safety, attention and addiction, and much more. We like to think of ourselves as independent actors in control of our decisions, but the truth is far more complicated. Blindsight will give you the ability to see the unseeable when it comes to marketing, so that you can consume on your own terms. On the surface, you will learn how the brain works and how brands design for it. But peel back a layer, and you'll find a sharper image of your psychology, reflected in your consumer behavior. This book will change the way you view not just branding, but yourself, too.

Three prominent philosophers and a leading neuroscientist engage in a lively, often contentious debate about cognitive neuroscience and philosophy and the relationships among brain, mind, and person. If you understand Brain Basics, You'll Sell More As much as 95% of our decisions are made by the subconscious mind. As a result, the world's largest and most sophisticated companies are applying the latest advances in neuroscience to create brands, products, package designs, marketing campaigns, store environments, and much more, that are designed to appeal directly and powerfully to our brains. The Buying Brain offers an in-depth exploration of how cutting-edge neuroscience is having an impact on how we make, buy, sell, and enjoy everything, and also probes deeper questions on how this new knowledge can enhance customers' lives. The Buying Brain gives you the key to [] Brain-friendly product concepts, design, prototypes, and formulation [] Highly effective packaging, pricing, advertising, and in-store marketing [] Building stronger brands that attract deeper consumer loyalty A highly readable guide to some of today's most amazing scientific findings. The Buying Brain is your guide to the ultimate business frontier - the human brain.

The Branded Mind

Brain, Mind, and Language

Ground-breaking Insights Into how Our Brains Respond to Advertising

Brand Perception and the Implications for Marketers

Adcreep

Seducing the Subconscious

Handbook of Research on Entrepreneurship and Creativity

Learn how to use neuromarketing and understand the sciencebehind it Neuromarketing is a controversial new field whereresearchers study consumers' brain responses toadvertising and media. Neuromarketing and the brain sciencesbehind it provide new ways to look at the age-oldquestion: why do consumers buy? NeuromarketingFor Dummies goes beyond the hype to explain thelatest findings in this growing and oftenmisunderstood field, and shows business owners andmarketers how neuromarketing really works and how theycan use it to their advantage. You'll get a firm grasp onneuromarketing theory and how it is impacting researchin advertising, in-store and online shopping,product and package design, and much more. Topicsinclude: How neuromarketing works Insights from the latest neuromarketing research How to apply neuromarketing strategies to any level ofadvertising or marketing, on any budget Practical techniques to help your customers develop bonds withyour products and services The ethics of neuromarketing Neuromarketing for Dummies demystifies the topic forbusiness owners, students, and marketers and offers practical waysit can be incorporated into your existing marketing plans.

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.

Crises and scandals in the world of international management have brought a new spotlight onto how the subject is taught, studied and understood. There has been a plethora of literature on international management, but a lack of focus on how international management education (IME) can be shaped to respond to existing and future global business challenges. The Routledge Companion to International Management Education gathers together contributors from academia, industry and university administration involved in IME, to: introduce the domain of IME; describe the emerging state in new geographical areas; discuss the major issues and debates revolving around IME; explore the linkage of technology and international management, and shed light on the future of IME. The diverse background of the contributors provides a global perspective that challenges the dominant Anglo-American view, with up-to-date specific insights originating from their indigenous view points, which has often been neglected and inadequately covered. The volume answers important questions, such as: Do we need a vision in IME? What is the current state of IME? How has IME grown in emerging market segments? What roles does technology play in its recent development? The volume provides thought-provoking reading for educators, administrators, policy makers, human resources professionals and researchers. It will also give future international management students a glimpse of IME from a global inside-out perspective.

Practical techniques for applying neuroscience and behavior research to attract new customers Brainfluence explains how to practically apply neuroscience and behavior research to better market to consumers by understanding their decision patterns. This application, called 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. With quick and easy takeaways offered in 60 short chapters, this book contains key strategies for targeting consumers through in-person sales, online and print ads, and other marketing mediums. This scientific approach to marketing has helped many well-known brands and companies determine how to best market their products to different demographics and consumer groups. Brainfluence offers short, easy-to-digest ideas that can be accessed in any order. Discover ways for brands and products to form emotional bonds with customers Includes ideas for small businesses and non-profits Roger Dooley is the creator and publisher of Neuromarketing, the most popular blog on using brain and behavior research in marketing, advertising, and sales Brainfluence delivers the latest insights and research, giving you an edge in your marketing, advertising, and sales efforts.

100 Ways to Persuade and Convince Consumers with Neuromarketing

Secrets for Selling to the Subconscious Mind

Neuro Design

What Neuroscience, the Arts, and Our Minds Reveal

The (Mostly) Hidden Ways Marketing Reshapes Our Brains

Why Choose this Book?

Neuroscience and Philosophy

Today, businesses of all sizes generate a great deal of creative graphic media and content, including websites, presentations, videos and social media posts. Most big companies, including Procter & Gamble, Coca-Cola, Tesco and Google, now use neuroscience research and theories to optimise their digital content. Neuro Design opens up this new world of neuromarketing design theories and recommendations, and describes insights from the growing field of neuroaesthetics that will enable readers to enhance customer engagement with their website and boost profitability.

The Consumer Mind explores the relationship between consumers and brands, analysing the types of communication and their perception of brands. Based on research from Millward Brown, one of the world's leading research agencies, it provides expert advice for marketing practitioners on how brands, products, services and communications reach the mind of the consumer. With insights based on the latest advances in neuroscience and psychology, it analyses the daily mental functions of consumers, in relation to others and their environment, and the implications for brands. The Consumer Mind encourages marketers to think about people and their everyday lives, enabling them to influence the way that their brands are perceived and to encourage trial and repeat purchases.

"Successful brands are alive. They are able to activate the very forces of life because they embed our fundamental human motives, the evolutionarily preserved mechanisms that have helped people survive and thrive. Living Brands deciphers this source code of human behaviour and helps marketers, consumer insights managers, innovation managers, communication experts, designers, PR professionals and brand owners bring brands to life. Living Brands puts forward The Wheel of MotivesTM, a tool which goes beyond "consumer psychology" lists. They are able to activate the very forces of life because they embed our fundamental human motives, the evolutionarily preserved mechanisms that have helped people survive and thrive. Living Brands deciphers this source code of human behaviour and helps marketers, consumer insights managers, innovation managers, communication experts, designers, PR professionals and brand owners bring brands to life. Living Brands puts forward The Wheel of MotivesTM, a tool which goes beyond

Marketing research in modern business has developed to include more than just data analytics. Today, an emerging interest within scientific marketing researches is the movement away from consumer research toward the use of direct neuroscientific approaches called neuromarketing. For companies to be profitable, they need to utilize the neuromarketing approach to understand how consumers view products and react to marketing, both consciously and unconsciously. Analyzing the Strategic Role of Neuromarketing and Consumer Neuroscience is a key reference source that provides relevant theoretical frameworks and the latest empirical research findings in the neuromarketing field. While highlighting topics such as advertising technologies, consumer behavior, and digital marketing, this publication explores cognitive practices and the methods of engaging customers on a neurological level. This book is ideally designed for marketers, advertisers, product developers, brand managers, consumer behavior analysts, consumer psychologists, managers, executives, behaviorists, business professionals, neuroscientists, academicians, and students.

Brand Psychology

Enhance Your Leadership, Build Stronger Teams, Make Better Decisions, and Inspire Greater Innovation with Neuroscience

The Consumer Mind

How Neuroscience Can Empower (and Inspire) Marketing

How Neuroscience Can Help Marketers Build Memorable Brands

The Buying Brain

Advertising is everywhere. By some estimates, the average American is exposed to over 3,000 advertisements each day. Whether we realize it or not, "adcreep"—modern marketing's march to create a world where advertising can be expected anywhere and anytime—has come, transforming not just our purchasing decisions, but our relationships, our sense of self, and the way we navigate all spaces, public and private. Adcreep journeys through the curious and sometimes troubling world of modern advertising. Mark Bartholomew exposes an array of marketing techniques that might seem like the stuff of science fiction: neuromarketing, biometric scans, automated online spies, and facial recognition technology, all enlisted to study and stimulate consumer desire. This marriage of advertising and technology has consequences. Businesses wield rich and portable records of consumer preference, delivering advertising tailored to your own idiosyncratic thought processes. They mask their role by using social media to mobilize others, from celebrities to your own relatives, to convey their messages. Guerrilla marketers turn every space into a potential site for a commercial come-on or clandestine market research. Advertisers now know you on a deeper, more intimate level, dramatically tilting the historical balance of power between advertiser and audience. In this world of ubiquitous commercial appeals, consumers and policymakers are numbed to advertising's growing presence. Drawing on a variety of sources, including psychological experiments, marketing texts, communications theory, and historical examples, Bartholomew reveals the consequences of life in a world of non-stopping selling. Adcreep uncovers a damning critique of the modern American legal system's failure to stem the flow of invasive advertising into our homes, parks, schools, and digital lives.

For too long marketers have been asking the wrong question. If consumers make decisions unconsciously, why do we persist in asking them directly through traditional marketing research why they do what they do? They simply can't tell us because they don't really know. Before marketers develop strategies, they need to recognize that consumers have strategies too. . . human strategies, not consumer strategies. We need to go beyond asking why, and begin to ask how, behavior change occurs. Here, author Douglas Van Praet takes the most brilliant and revolutionary concepts from cognitive science and applies them to how we market, advertise, and consume in the modern digital age. Van Praet simplifies the most complex object in the known universe—the human brain—into seven codified actionable steps to behavior change. These steps are illustrated using real world examples from advertising, marketing, media, and business to consciously unravel what brilliant marketers and ad practitioners have long done intuitively, deconstructing the real story behind some of the greatest marketing and business successes in recent history, such as Nike's "Just Do It" campaign; "Got Milk?"; Wendy's "Where's the Beef?"; and the infamous Volkswagen "Punch Buggy" launch as well as their beloved "The Force" (Mini Darth Vader) Super Bowl commercial.

This book will appeal to researchers and scholars interested in entrepreneurship and creativity issues, coming from a wide range of academic disciplines. These readers will find an up-to-date presentation of existing and new directions for research in An accessible journalistic exploration of the culture of modern psychiatry analyzes early crossover efforts between the fields of neuroscience and psychoanalysis to outline new understandings in how humans think, feel, and behave.

Neuroelectrical Brain Imaging Tools for the Study of the Efficacy of TV Advertising Stimuli and their Application to Neuromarketing

Power Up Your Brain

Truth and Lies about why We Buy

Reflections on the Contributions of Neuroscience to Management Theories and Business Practices

Your Brain and the Neuroscience of Everyday Life

Neurobranding

The Psychology of Emotional Influence in Advertising

Draws on a cutting-edge brain-scan study of people from around the world to shed new light on what stimulates interest in a product and compels us to buy it, refuting common assumptions and myths while answering questions about product placement, subliminal advertising and more. Reprint. A best-selling book.

The quest for enlightenment has occupied mankind for millennia. And from the depictions we see—monks sitting on meditation cushions, nuns kneeling in prayer, shamans communing with the universe—it seems that this elusive state is reserved for a chosen few. But now, neuroscientist David Perlmutter and medical anthropologist and shaman Alberto Villoldo have come together to explore the commonalities between their specialties with the aim of making enlightenment possible for anyone. Joining the long-separated worlds of science and spirit, Perlmutter explores the exciting phenomena of neurogenesis and mitochondrial health, while Villoldo brings his vast knowledge of shamanic and spiritual practices. Drawing the most powerful tools from each discipline, Perlmutter and Villoldo guide you through this groundbreaking, five-week program to help you overcome toxic emotions and awaken the power of your higher brain. Power Up Your Brain will show you how to:
• reduce your risk of devastating diseases like Alzheimer's, cancer, heart disease,and Parkinson's;
• overcome painful memories and break unhealthy emotional and behavioralpatterns; and
• gain powerful clarity of thought to experience inner peace, creativity, and enlightenment—all without the use of prescription drugs!
The nutritional advice, dietary supplements, fasting, and physical exercise outlined will not only help repair parts of your brain that have been affected by stress but also create a fertile environment to grow new brain cells and turn on the genes responsible for longevity, improved immunity, and enhanced brain function. And the shamanic practices, meditation, and visualizations will help bring online brain regions that allow for peace, compassion, innovation, and joy to arise naturally. Following the Power Up Your Brain program will help you clear your mind and healyour body; and open you up to experience the inner peace, vast insight, and extraordinary creativity that define the experience of enlightenment.

To the list of writers connecting mainstream readers and cutting-edge science ;Malcolm Gladwell, Steven Johnson, James Surowiecki :add Read Montague, with this exploration of what exactly determines the choices we make. With a new perspective on the science of decision-making from the researcher at the center of the computational neuroscience revolution, Why Choose This Book?shows what the latest brain science reveals about the crucial events of everyday experience :the choices we make. From how we decide what we consume to what kind of art we like, and even the romantic, ethical, and financial choices we make, Read Montague guides the reader through a new approach to the mind with an accessible style that is both entertaining and illuminating. In taking apart the mind's decision-making machinery, Montague first illustrates how our brains are like computers that are slow, small, fuzzy, and cheap ;and began with goals like food, water, and sex. Second, he reveals how simple goals like these then turn into ideas like beauty, love, and terror with a life of their own. Finally, he explains how a value system in our heads controls those ideas so we can make good decisions ;and how that physical system can break down leading to bad decisions, addictions, mental illness, and even large economic disasters.

The Branded Mind is about how people think, and particularly how people think about brands. It explores what we know about the structure of the brain, explains how the different parts of the brain interact, and then demonstrates how this relates to current marketing theories on consumer behaviour. It investigates developments in neuroscience and neuromarketing, and how brain science can contribute to marketing and brand building strategies. Including research by Millward Brown, one of the World's top market research companies, it touches on key topics such as the nature of feelings, emotions and moods, personality, measuring the brain, consumer behaviour and decision making and market segmentation.

The Case Against Modern Marketing

The science of getting customers to choose your company

Secrets of Creativity

Neuromarketing For Dummies

Buy Ology

Blindsight

Persuasion in Advertising

Over the last 10 years advances in the new field of neuromarketing have yielded a host of findings which defy common stereotypes about consumer behavior. Reason and emotions do not necessarily appear as opposing forces. Rather, they complement one another. Hence, it reveals that consumers utilize mental accounting processes different from those assumed in marketers' logical inferences when it comes to time, problems with rating and choosing, and in post-purchase evaluation. People are often guided by illusions not only when they perceive the outside world but also when planning their actions - and consumer behavior is no exception. Strengthening the control over their own desires and the ability to navigate the maze of data are crucial skills consumers can gain to benefit themselves, marketers and the public. Understanding the mind of the consumer is the hardest task faced by business researchers. This book presents the first analytical perspective on the brain - and biometric studies which open a new frontier in market research.

A pioneering neuroscientist reveals how brain science can transform how we think about leadership, team-building, decision-making, innovation, marketing, and more. Leadership is a set of abilities with which a lucky few are born. They're the natural relationship builders, master negotiators and persuaders, and agile and strategic thinkers. The good news for the rest of us is that those abilities can be developed. In The Leader's Brain: Enhance Your Leadership, Build Stronger Teams, Make Better Decisions, and Inspire Greater Innovation with Neuroscience, Wharton Neuroscience Initiative director Michael Platt explains how. Over two decades as a professor and practitioner in neuroscience, psychology, and marketing, Platt's pioneering research has deepened our understanding of how key areas of the brain work—and how that understanding can be applied in business settings. Neuroscience is providing answers to many of leadership's most vexing challenges. In The Leader's Brain, Platt explains: Why two managers, when presented with the same set of information, make very different decisions;Why some companies (Apple) build strong social and emotional connections with their customers and others do not (Samsung); How some of the most significant events in sports history, like the "Miracle on Ice," contain insights for how to build a team; Why even some of the most visionary business leaders can make disastrous decisions, and how to fix that. The Leader's Brain relates findings like these, and many more, to help enhance leadership in an ever-shifting world entering a "new normal." In this fast-reading and engaging guide, you'll gain actionable insights you can put into practice as a leader. You will also learn what's going on in your team's brains when they are working in sync with one another, how you can tweak your message delivery to make sure others hear you, how to encourage greater creativity and innovation, and much more. For many marketing professionals, "science" is a four-letter word. They see brand-building as an unteachable art guided by their intuition and experience. But at its core, marketing aims to seed ideas into people's minds, make them feel a certain way, and, ultimately, get them to act. In Brand Seduction, Daryl reveals the latest psychological and neuroscientific discoveries about how our minds process brand information and make decisions, and the important roles our emotions and unconscious play in our selections. Welcome to the new world of neuromarketing. Through simple language, engaging stories, and real-world examples, Brand Seduction shows you how to decode, build, and use these hidden brand fantasies to grow your brand and business. You'll learn: The surprising unconscious side of brands. The biggest myths about consumer psychology. The real role of emotions in building brands. Practical tools to use neuroscience to inspire better marketing.

Everyone seems to have a different idea of what brands are, how they work, and how they are built. Brand Seduction digs deeper into the nature of brands, how they exist and behave in the mind, and how marketers and business leaders can use this understanding to "seduce" customers and grow their businesses.

Secrets of Creativity: What Neuroscience, the Arts, and Our Minds Reveal draws on insights from leading neuroscientists and scholars in the humanities and the arts to probe creativity in its many contexts, in the everyday mind, the exceptional mind, the scientific mind, the artistic mind, and the pathological mind. Components of creativity are specified with respect to types of memory, forms of intelligence, modes of experience, and kinds of emotion. Authors in this volume take on the challenge of showing how creativity can be characterized behaviorally, cognitively, and neurophysiologically. The complementary perspectives of the authors add to the richness of these findings. Neuroscientists describe the functioning of the brain and its circuitry in creative acts of scientific discovery or aesthetic production. Humanists from the fields of literature, art, and music give analyses of creativity in major literary works, musical compositions, and works of visual art.

The Science of Emotional Intelligence

The Routledge Companion to International Management Education

What Neuroscience Really Tells Us About the Puzzle of the Brain and the Brand

The Future of the Brain

Consumer Perceptions, Corporate Reputations

Neurobiology, Ideology, and Social Change

How We Make Decisions

Neurobranding explores how neuroscience insights can help you develop highly effective marketing, brand, communications, shopper marketing and innovation strategies. The author doesn't focus on market research as most neuromarketing books do, but considers strategic implications, providing practical insights and guidelines you can use in your own marketing practice. You will find neuroscience-based strategies for shaping considered purchase decisions as well as habitual buying, for lifting the effectiveness of marketing communications in both traditional and digital media, building shopper marketing opportunities into the key touchpoints along the consumer's path to purchase, and using innovation to disrupt conventional marketing strategies. The first edition of Neurobranding was shortlisted by European Expert Marketer Magazine as one of the Best Marketing Books in 2013. This second edition has not only been updated and aligned with the latest neuroscience research, it also offers extensive new material, including new sections on marketing communications and shopper marketing. This book will be useful for anyone creating, contributing to, evaluating, or approving strategic marketing initiatives and programs.Here are some of the comments by reviewers of the first edition:"Honestly, once I'd started the book I couldn't put it down. The author uses examples to illustrate his point and he manages to make a complex issue easy and enjoyable to read. If you're interested in brands and what makes them tick, this is a really good read and reference tool." Executive Chairman, leading ad agency network"This book is for those who are interested in improving the effectiveness of marketing with the precision of a scalpel. If you have an interest in or think you know branding, you really need to read this book." Senior Partner, Legal Practice"[This book] is written for the marketing practitioner and avoids medical terminology. I believe this is the most advanced book on neurobranding available today." Regional Chairman, leading media agency group"From habitual buying to considered purchase decisions, managing expectations to disruptive innovation the author visits some of the marketing challenges many marketers wrestle with, providing new perspectives and solutions based on neuroscience research." Start-up entrepreneur "The strategic perspective is what sets this book apart - it doesn't focus on how to improve an ad, but rather on how to lift the effectiveness of the whole campaign." Advertising agency executive

Research shows that between birth and early adulthood the brain requires sensory stimulation to develop physically. The nature of the stimulation shapes the connections among neurons that create the neuronal networks necessary for thought and behavior. By changing the cultural environment, each generation shapes the brains of the next. By early adulthood, the neuroplasticity of the brain is greatly reduced, and this leads to a fundamental shift in the relationship between the individual and the environment: during the first part of life, the brain and mind shape themselves to the major recurring features of their environment; by early adulthood, the individual attempts to make the environment conform to the established internal structures of the brain and mind. In Brain and Culture, Bruce Wexler explores the social implications of the close and changing neurobiological relationship between the individual and the environment, with particular attention to the difficulties individuals face in adulthood when the environment changes beyond their ability to maintain the fit between existing internal structure and external reality. These difficulties are evident in bereavement, the meeting of different cultures, the experience of immigrants (in which children of immigrant families are more successful than their parents at the necessary internal transformations), and the phenomenon of interethnic violence. Integrating recent neurobiological research with major experimental findings in cognitive and developmental psychology—with illuminating references to psychoanalysis, literature, anthropology, history, and politics—Wexler presents a wealth of detail to support his arguments. The groundbreaking connections he makes allow for reconceptualization of the effect of cultural change on the brain and provide a new biological base from which to consider such social issues as "culture wars" and ethnic violence. A practical and in-depth guide to the art of advertising persuasion, this book draws on research, concepts and case examples from the US and Europe to explain advertising theories and set out strategies for adoption.

Why do we trust some brands more than others? How important is integrity for a brand's survival? How can brand confidence be rebuilt during a crisis? Using both new and classic insights from social psychology, cognitive psychology and neuroscience, Brand Psychology reveals the hidden processes behind why certain brands command our loyalty, trust and - most importantly - disposable income. Reputation management authority Jonathan Gabay takes readers on a tour of the corporate, political, and personal brands whose understanding of consumer psychology has either built or broken them. Suitable for marketing, branding and PR professionals, reputation management specialists and students, Brand Psychology takes examples from e-cigarette legislation, the iPhone 5S's fingerprint ID technology, Barclays' branded bikes and the London 2012 Olympics, Miley Cyrus and the UK National Health Service's big data to reveal how to build a meaningful brand that resonates with the public.

Neuromarketing Insights to Boost Engagement and Profitability

Organizational Neuroethics

Branding with Brains

Only Companies That Dream Stand Out

The Master and His Emissary