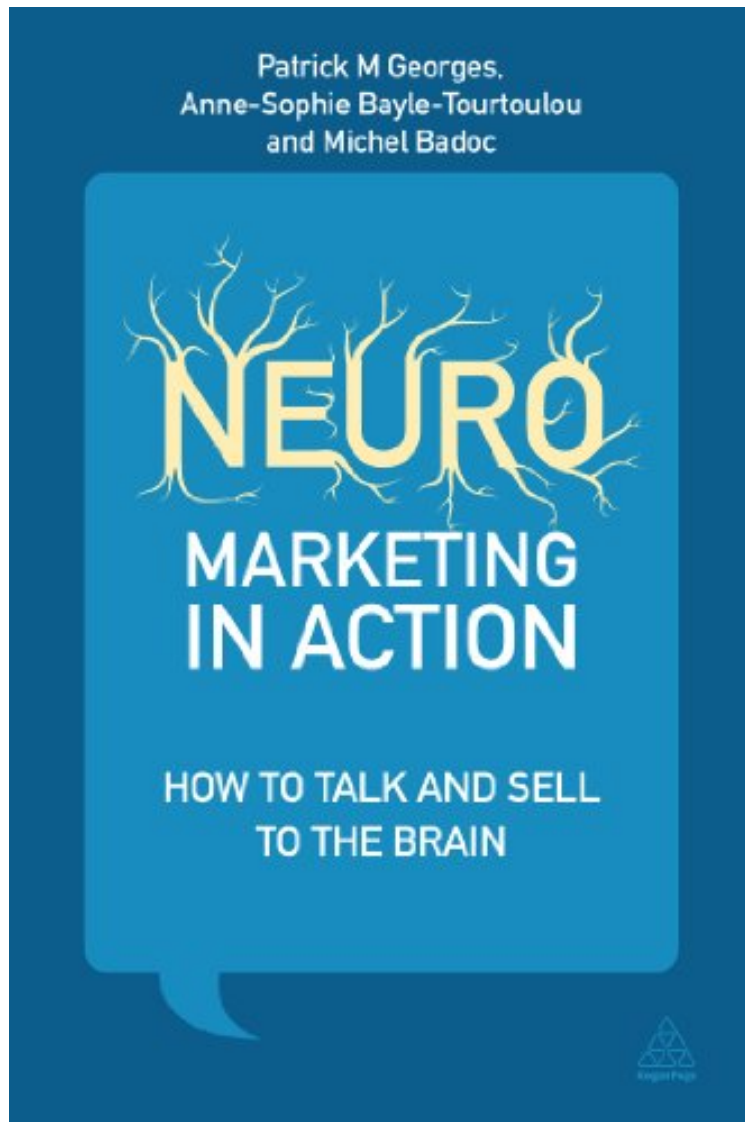


Neuromarketing in Action: How to Talk and Sell to the Brain

Patrick M Georges, Anne-Sophie Bayle-Tourtoulou, Michel Badoc
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Patrick M Georges, Anne-Sophie Bayle-Tourtoulou, Michel Badoc : Neuromarketing in Action: How to Talk and Sell to the Brain before purchasing it in order to gauge whether or not it would be worth my time, and all praised Neuromarketing in Action: How to Talk and Sell to the Brain:

2 of 2 people found the following review helpful. Nice insights in why the brain works the way it does By Lennart
The first parts of the book are great. The authors combine marketing with neuroscience very well. Where other books mostly describe what works, this book also explains why the brain reacts like this. Unfortunately, the last part of the book was more general about how brands are perceived by consumers. If you are a marketer, you will not learn much

from this. Another minor point is that it is repetitive. Not only in what they discuss, but also the examples. Some examples are multiple times described in the exact same detail (for example: Colruyt, Coca-Cola, Nike). In sum: great book which learns marketers more about why the brain works the way it does. Only slightly repetitive and the last part is about general marketing knowledge. I would recommend this book for the first parts. 0 of 0 people found the following review helpful. Not an accurate descriptions of neuromarketing. By Elizabeth T. Terris Not sure where they get their info on neuromarketing but some of it is not accurate. Some of the explanation are also not described accurately. Would not recommend. 0 of 0 people found the following review helpful. Five Stars By Brette Just what I needed for class!

Neuromarketing in Action provides an in-depth review of how the brain functions and the ways in which it unconsciously influences consumer behaviour. It shows both the scientific frameworks and the practical applications of this increasingly popular marketing tool. Referencing many global brands such as such as Aston Martin, Hermes, Virgin, Facebook, Ralph Lauren and Fuji, the authors, whose background covers both neuroscience and marketing, showcase the latest thinking on brain function and intelligence, and on the subconscious influences on consumer behaviour. Neuromarketing in Action then examines the ways in which marketing efficiency can be improved through the satisfaction of the customer's senses, emotions, memory and conscience and looks at the impact on current marketing activities such as selling methods, sensory marketing and product modification, and on future strategies like value innovation, sensory brands, increased interaction with social networks and permission marketing.

"Readers from marketing domain will get to learn the theory behind product placement, use of colors and scents used in the retail areas and equip them to spot these techniques in real world. The book is a good read for anyone who works in the retail industry and constantly interacts with customers. The principle is: understand how brain responds to different stimuli, and expose people to the stimuli that trigger the target desires and emotions." --Prasanna Bidkar "Business2Community ""[D]efinitely a useful read for anyone starting out in marketing. Practical advice on how to appeal to the senses, brain, emotions, memory, subconscious and conscience of your customers is offered and backed up by relevant examples." --Charlie Stroe "B2B Marketing "About the Author Professor Patrick Georges is a neurosurgeon with a passion for improving management and business organization through the development of the concept of organizational intelligence. He is the author of several works, including The Six-Figure Manager (published by Kogan Page). Professor Anne-Sophie Bayle-Tourtoulou has taught marketing across several programs of the HEC Group for many years, with a focus on the retail sector. She has worked on various projects in this sector, including product ranges, retailers' own brands, pricing and promotional policies. Professor Michel Badoc has taught marketing for many years, mostly at the institutions within the HEC Group, but also schools such as the CESB and ENASS. He also develops appraisal and consultancy activities for companies in Europe and North America.