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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, Brainfluence contains key strategies for targeting consumers through in-person sales, online and print ads, and other marketing mediums.

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 edition of Kathy's CliffsNotes is on the book Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing by Roger Dooley. The book uses a lot of science experiment examples to back up their info. It's a good read if you're interested in the non-CliffsNotes version.

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.

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If you enjoy Neuromarketing, you'll love Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing! Roger Dooley has compiled 100 actionable techniques to build your brand, win new customers, and close more sales – it's a mix of the all-time best ideas from here plus new material.

Brainfluence explains how to practically apply neuroscience and behavior technology 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.

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