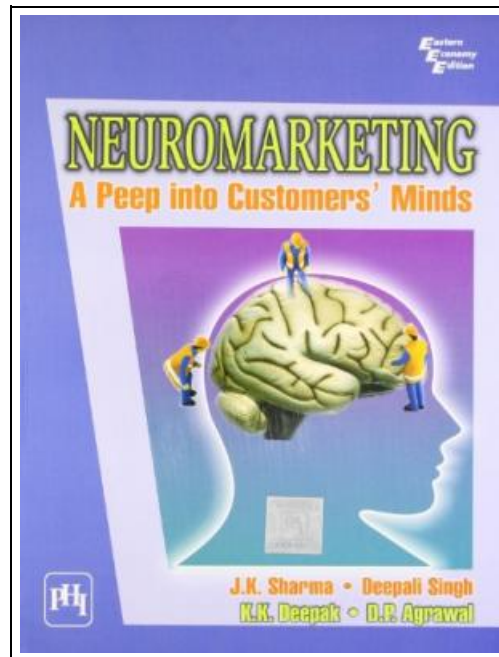


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PHI Learning, 2009. Softcover. Book Condition: New. What consumers think is not necessarily what they do. Unearthing this ambiguity between the thinking mind and the doing mind of a consumer is one of the greatest challenges faced by the marketers today. Therefore, the researchers, in the field, have devised a new concept called neuro-marketing, which maps the cognitive behaviour (the way one thinks and reacts) of a consumer. This comprehensive book highlights various aspects of neuromarketing, its application to study consumer behaviour, and its techniques to strengthen brand management and advertising strategies. The book has been organized into four different sections. Section I details on essentials of marketing and brand management. Section II digs on to the rationale of neuromarketing, explaining the structure and the function of the human brain. The correlation between autonomic nervous system and brand communication is also explained in detail in the text. Students are also introduced to the concepts of brain laterality and to the various research methods used to conduct neuromarketing such as functional Magnetic Resonance Imaging (fMRI), Magnetic Resonance Imaging (MRI) and coloured scanning. Section III digs on to the emerging areas of neuromarketing with the help of some important research papers. Section IV discusses concepts of neuromarketing in an integrated approach. The section also presents some application areas with special reference to communication strategy, design and product life-cycle. KEY FEATURES : Integrated with a separate section of real life case studies on various products and brands Chapter-end exercises to check students? comprehension of the subject Figures, tables and images to provide an analytical insight on the subject Intended for the postgraduate students of business management and international marketing, this book would also be beneficial for the brand managers and advertising professionals as a reference handbook. CONTENTS: Preface Section I: ESSENTIALS OF MARKETING...

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