

Sensible Selling Through Sensory Neuromarketing

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

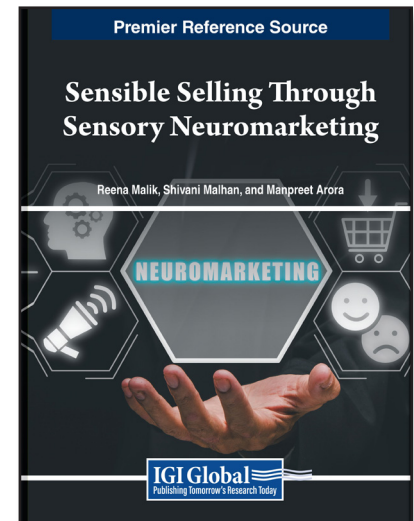
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Description:

In today's hyper-competitive business landscape, understanding and engaging consumers is more challenging than ever. Traditional marketing approaches often need to catch up in decoding the complexities of consumer behavior, leading to ineffective strategies and missed opportunities. This gap between businesses and consumers can result in stagnant sales, limited market reach, and reduced profitability. To bridge this divide, **Sensible Selling Through Sensory Neuromarketing** offers a comprehensive solution rooted in neuromarketing and sensory marketing principles.

By delving into the latest neuroscience insights, this book unlocks the secrets of the human brain, providing marketers with a deeper understanding of consumer behavior. The book demonstrates how leveraging sensory modalities like sight, sound, touch, smell, and taste can create impactful marketing experiences through practical guidance and real-world examples. This approach improves customer engagement and satisfaction and drives tangible business growth. With **Sensible Selling Through Sensory Neuromarketing**, marketers can transform their marketing strategies, moving beyond traditional approaches to embrace the innovative techniques shaping the future of marketing.

The book, designed for researchers, academicians, marketers, and policymakers, offers a roadmap to navigate the evolving marketing landscape. From tools and strategies for sensory marketing to ethical considerations and case studies, this comprehensive guide equips readers with the knowledge and skills needed to succeed in today's dynamic market.



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- Sensory and Neuromarketing

Subject: Business & Management

Classification: Edited Reference

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