

Neuromarketing and Big Data Analytics for Strategic Consumer Engagement: Emerging Research and Opportunities

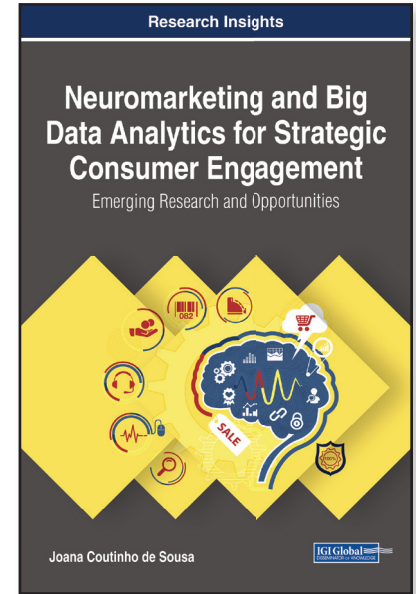
Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

Joana Coutinho de Sousa (Unlimited-Hashtag, Portugal)

Description:

A new sub-area of marketing is emerging called neuromarketing. It combines psychology, neuroscience, and economics with the study of consumer motivations. This is leading to the creation of new technological approaches that enable companies to read the customer's mind and tailor marketing practices, products, and services.

Neuromarketing and Big Data Analytics for Strategic Consumer Engagement: Emerging Research and Opportunities provides emerging information on the issues involved in the field of neuromarketing, including models, technologies, and the methodology of this field. Highlighting the intricacies of neuroscience, biometrics, multimedia technology, marketing strategy, and big data management, this book is an ideal resource for researchers, neuroscientists, marketers, suppliers, customers, and investors seeking current research on the integration of new neuromarketing trends and technologies.



ISBN: 9781522548348

Release Date: December, 2017

Copyright: 2018

Pages: 135

Topics Covered:

- Big Data Management
- Biometrics
- Branding, Products, and Services Marketing Industries
- Cloud Services
- Healthcare and Accessibility Industry
- Military and Security Systems Manufacturers
- Multimedia Technology
- Neuromarketing Technology Manufacturers
- Neuroscience

Hardcover: \$165.00

E-Book: \$165.00

Hardcover + E-Book: \$195.00

Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: www.igi-global.com

Mailing Address: 701 East Chocolate Avenue, Hershey, PA 17033, USA