

Applying Neuroscience to Business Practice

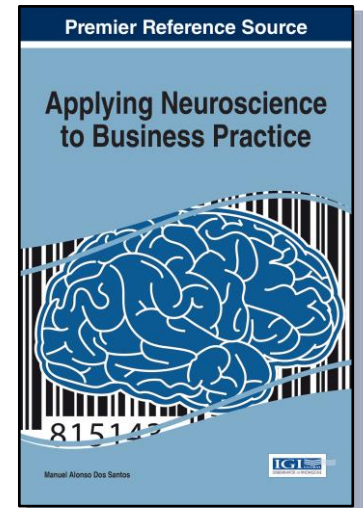
Part of the Advances in Business Strategy and Competitive Advantage Book Series

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Description:

Neuroscience is a multidisciplinary research area that evaluates the structural and organizational function of the nervous system. When applied to business practices, it is possible to investigate how consumers, managers, and marketers makes decisions and how their emotions may play a role in those decisions.

Applying Neuroscience to Business Practice provides theoretical frameworks and current empirical research in the field. Highlights scientific studies and real-world applications on how neuroscience is being utilized in business practices and marketing strategies to benefit organizations, as well as emergent business and management techniques being developed from this research.



Readers:

This book is a pivotal reference source for researchers, managers, and students.

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Topics Covered:

- Consumer Reactions
- Customer Temperament
- Emotional Connections
- Experiential Marketing
- Facial Coding
- Neuromarketing
- Television Advertisements

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