

Neuromarketing

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- Why do we drink Coca-Cola if we like Pepsi more?
- How does music affect the way we act in the supermarket?
- How does the price of a product affect our perception of its quality?

Neuromarketing applies neuro-scientific knowledge to the field of marketing, studying the effect of different advertising stimuli on the human brain. Neuromarketing is a practical guide to the application of a discipline that up until now has only been within the reach of large Multinationals.

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