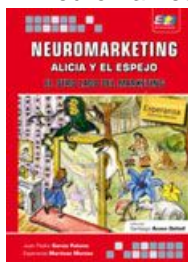


Neuromarketing, Alicia y el Espejo

Neuromarketing, Alice and the Looking-Glass



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Publisher: [Starbook](#) [3]

Language: Spanish

Year of Publication: 2011

Pages: 294

Number of editions: 1

Spanish Retail price: 24.90€

ISBN: 9788492650907

Genre: Others

SPRING

2012

Season: SPRING 2012

At the start of the 90s there was a revolution in the world of software based on the improvement of product usability. Fronting this revolution was a newly coined phrase, what you see is what you get (WYSIWYG), which was the slogan of the change.

The idea behind Neuromarketing is to discover the decision making process of individuals based on primitive instincts, emotions, images, memories, etc.

This book contains over 200 illustrations and more than 50 metaphors which aim to consolidate concepts in the reader's mind.

Never before have reptiles and homo sapiens been so close. Never before have Darwin, Alice in Wonderland, Dr Jekyll & Mr Hyde, The Bridge on the River Kwai, Rommel and Michael Jordan have been so close to a sales technique. The author has managed to transfer the philosophy of Neuromarketing and the concept of WYSIWYG to their contents.

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CIF: A-85518561

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