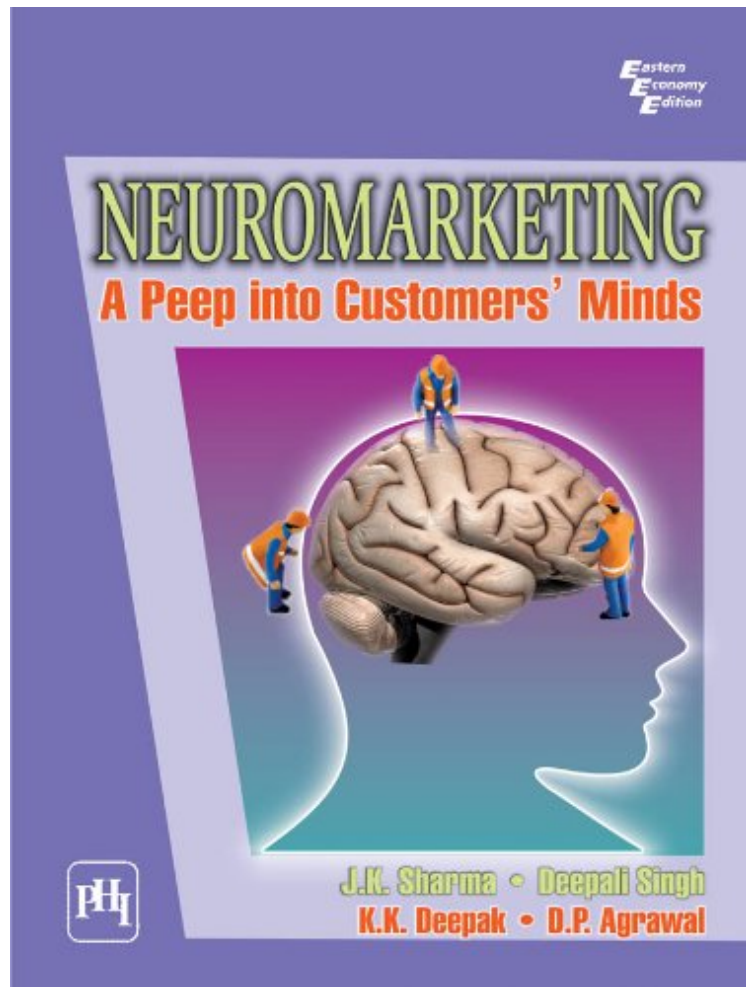


## Neuromarketing: A Peep into Customers Minds

*J.K. Singh, Deepali Agrawal, D. P. Deepak, Kk Sharma*  
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before purchasing it in order to gage whether or not it would be worth my time, and all praised Neuromarketing: A Peep into Customers Minds:

Neuromarketing is an emerging field of marketing that studies human brain to understand the consumer behaviour. This book shows how these medical technologies are used to identify the patterns of brain activity that reveals how a consumer actually responds and evaluates a product, service or advertisement. It aims at understanding how and why a customer develops relationship with the product, brand and the company itself. Divided into four sections, the book convincingly explains how human brain responds to various marketing concepts and strategies. This book is intended

to the postgraduate students of management and marketing.