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neuroscientific research shows that the great majority of purchase decisions are irrational and driven by subconscious mechanisms in our brains this is hugely disruptive to the rational logical arguments of traditional communication and marketing practices and we are just starting to understand how organizations must adapt their strategies this book explains the subconscious behavior of the neuro consumer and shows how major international companies are using these findings to cast light on their own consumers behavior written in plain english for business and management readers with no scientific background it focuses on how to adapt marketing and communication to the subconscious and irrational behaviors of consumers the direct influence of the primary senses sight hearing smell taste touch on purchasing decisions and the perception of communications by customers brains implications for innovation packaging price retail environments and advertising the use of nudges and artifices to increase marketing and communication efficiency by making them neuro compatible with the brain's subconscious expectations the influence of social media and communities on consumers decisions when collective conscience is gradually replacing individual conscience and recommendation becomes more important than communication and the ethical limits and considerations that organizations must heed when following these principles authored by two globally recognized leaders in business and neuroscience this book is an essential companion to marketers and brand strategists interested in neuroscience and vital reading for any advanced student or researcher in this area

this volume contains the proceedings of the third workshop of the theory and formal methods section of the department of computing imperial college london it covers various topics in theoretical computer science formal specification theorem proving operational and denotational semantics real number computation computational measure theory and neural networks are all represented

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