



Neuromarketing. Ökonomische, psychologische, biologische und technische Grundlagen (German Edition)

Annika Weining

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Akademische Arbeit aus dem Jahr 2009 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,3, Hochschule Fresenius; Köln, Sprache: Deutsch, Abstract: Die bisherige Grundlage zur Erklärung des menschlichen Konsumentenverhaltens beruht vorwiegend auf logischen Ansätzen, die überwiegend auf der Bewusstseinsebene argumentieren und dabei nahezu ausschließlich die kognitive Wahrnehmung berücksichtigen. Der teilweise mäßige Erfolg und der Druck in der Werbewirtschaft zwingen immer wieder zum Umdenken und zum Beschreiten neuer Wege. Bisher hatte es noch keine Wissenschaft geschafft unbewusste und bewusste Ansätze sinnvoll miteinander zu verknüpfen. Das lag vor allem an der Schwierigkeit, das Unbewusste mit validen Messwerten zu beschreiben, aus denen Marketingkonzepte generiert werden könnten. Mit Hilfe neuester bildgebender Verfahren versprechen sich die Neuromarketingexperten jetzt einen tieferen Einblick in das Konsumentendenken bzw. das Gefühl. [...] Das Thema „Neuromarketing“ ist aufgrund seiner interdisziplinären Verflechtung eine komplexe Wissenschaft, die ein fundiertes Basis- und Grundwissen voraussetzt. Im Folgenden werden die relevanten Grundlagen umfassend erklärt.

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The reason why? Because this Neuromarketing. Ökonomische, psychologische, biologische und technische Grundlagen (German Edition) is an unordinary book that the inside of the publication waiting for you to snap the item but latter it will shock you with the secret that inside. Reading this book beside it was fantastic author who write the book in such awesome way makes the content on the inside easier to understand, entertaining means but still convey the meaning totally. So , it is good for you for not hesitating having this ever again or you going to regret it. This excellent book will give you a lot of rewards than the other book possess such as help improving your ability and your critical thinking means. So , still want to hesitate having that book? If I had been you I will go to the reserve store hurriedly.

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