

Neuromarketing

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Author: [Néstor Braidot](#) [1]

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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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Address: Av. Diagonal 662-664 - 08034 Barcelona

Contact: Cristina Mora (Foreign Rights Director), Merche San Segundo (Foreign Rights Assistant)

Phone: (+34) 934 928 595

E-mail: cmora@planeta.es [3]

E-mail: msansegundo@planeta.es [4]

Website: <http://www.gestion2000.com> [5]

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