

The Advertised Mind

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The Advertised Mind - Kogan Page

In *The Advertised Mind*, du Plessis takes this and other research into the 21st century with additional neuroscience and modern studies. ~ *Why We Like This Book*. *The Advertised Mind* adds a solid backbone of new science and research to all we know about advertising and how it can be made more effective. By detailing the most important and current findings in the field, du Plessis presents a fascinating look at the human brain and the ways it can be influenced by advertising.

The Advertised Mind | New Hope Network

The Advertised Mind is one of the best books about advertising to date. The book is completely fact based and shows the power of emotional advertising versus functional advertising. The book is a smack to the face of functional driven "detergent advertising strategy".

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The Advertised Mind: Groundbreaking Insights into How Our Brains Respond to Advertising

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In The Advertised Mind, du Plessis draws on information about the working of the human brain from psychologists, neurologists and artificial intelligence specialists. He uses this research to suggest why emotion is such an important factor in establishing a firm memory of an advertisement and predisposing consumers to buy the brand that is being advertised.

The Advertised Mind: Groundbreaking Insights into How Our ...

It was there that du Plessis had the epiphany that led to The Advertised Mind. “ I realized that neurologists weren ’ t reading what we ’ d done, ” he says, “ and we weren ’ t reading what they ’ d done. ” ...

The Advertised Mind - Fast Company

Compiling research performed by du Plessis and Millward Brown, "The Advertised Mind" theorizes that the strongest factor in successful marketing is whether an advertisement creates an emotional response in its target audience. du Plessis bases his conclusions on recent discoveries in neuroscience—particularly the limbic system—which suggest that emotion establishes a firm memory of an advertisement and predisposes consumers to buy the brand that is being advertised. du Plessis also ...

Erik du Plessis - Wikipedia

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