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Introduction to Neuromarketing & Consumer Neuroscience is an essential read for students and researchers that use neuroscience in their current studies or plan using it in the future. The style in which the book is written is perfectly suited to the teaching modules in the field of neuromarketing and the references provided are of great value.

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Consumer neuroscience is the application of neuroscientific methods to the understanding of consumer behavior. By using methods such as EEG, fMRI, eye tracking, GSR, and more, consumer neuroscientists aim to better understand how consumers make decisions that can lead to purchases. The research that is carried out affords the possibility of understanding why we act in certain ways in the present, but it also creates the possibility of understanding how we will act in the future.

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