

Mind Matters: Navigating the Neuromarketing Revolution

This is your passport to the cutting-edge world of neuromarketing. This insightful book seamlessly guides readers from the evolutionary foundations of this revolutionary discipline to its practical applications and the use of state-of-the-art tools. Unveiling the secrets behind consumer behavior, the book explores the neurological landscape, providing marketers with a strategic roadmap to enhance their campaigns. Whether you're a seasoned professional or a newcomer to the field, this book equips you with the knowledge and tools needed to thrive in the dynamic landscape of modern marketing. Join the revolution and unlock the power of the mind in shaping consumer decisions.

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Mind Matters

László Molnár, Kata Horváth

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László Molnár · Kata Horváth

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From Evolution to Applications and Cutting-Edge Tools

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Kata Horváth

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Kata Horváth**

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