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Neuromarketing is taking the world by storm and has been utilized by almost every major company and university in some way or form. Despite such a widespread influence on the marketing world, many people do not know exactly what neuromarketing is, or how it can be used effectively. The following articles outlines 15 fascinating examples of neuromarketing in action.

15 Powerful Examples of Neuromarketing in Action - iMotions

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The Top 5 Neuromarketing Research Studies - iMotions

For a 20-year-old junior at Yale, the new field known as neuromarketing is the stuff not of sci-fi mash-ups but a potential career.

A Neuromarketer on the Frontier of ... - The New York Times

(shelved 2 times as neuromarketing) avg rating 4.00 — 10,811 ratings — published 2008 Want to Read saving...

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Neuromarketing has sparked great interest from brands and researchers, and also from everybody interested in marketing and consumer behavior. However, it can be sometimes difficult to find high quality sources of information to consult. We have carefully selected some scientific journals for consultation, and summarized some standard procedures to identify these resources.

7 Journals to find neuromarketing research papers | Bitbrain

Eye-tracking (Eye-tracking in neuromarketing) Eye tracking (ET) is a technique that measures and registers eye movements to identify the position of the pupil by utilizing infrared light (which is completely innocuous). Otherwise speaking, it follows the eye movements and registers gaze patterns of the participants.

The 7 best neuromarketing techniques and tools | Bitbrain

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The term neuromarketing refers to the use of modern brain science to measure the impact of marketing and advertising on consumers. For decades, marketers have sought to understand what consumers were thinking, but they ’ ve relied on traditional techniques — asking them what they thought in focus groups and surveys. Neuromarketing techniques are based on scientific [...]