



# Neuromarketing in Action: How to Talk and Sell to the Brain

*Patrick M. Georges, Anne-Sophie Bayle-Tourtoulou, Michel Badoc*

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For a phenomenon that is less than 10 years old, neuromarketing is now recognized as an important trend in the development of marketing techniques and applications.

Providing a focused and in-depth examination of marketing research that studies consumers' sensorimotor, cognitive and affective responses to marketing stimuli, *Neuromarketing in Action* shows both the scientific frameworks and the practical applications of this increasingly popular marketing tool.

The authors showcase the latest thinking on brain function and intelligence, and the subconscious influences on consumer behavior, referencing global brands such as Chanel, Lacoste, Amazon and Nike. In addition, they examine the ways in which marketing efficiency can be improved through the satisfaction of the customer's senses, emotions, memory and conscience - both in terms of current marketing activity (selling methods, sensory marketing, product modification) and potential future developments (value innovation, sensory brands, increased interaction with social networks and permission marketing).

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