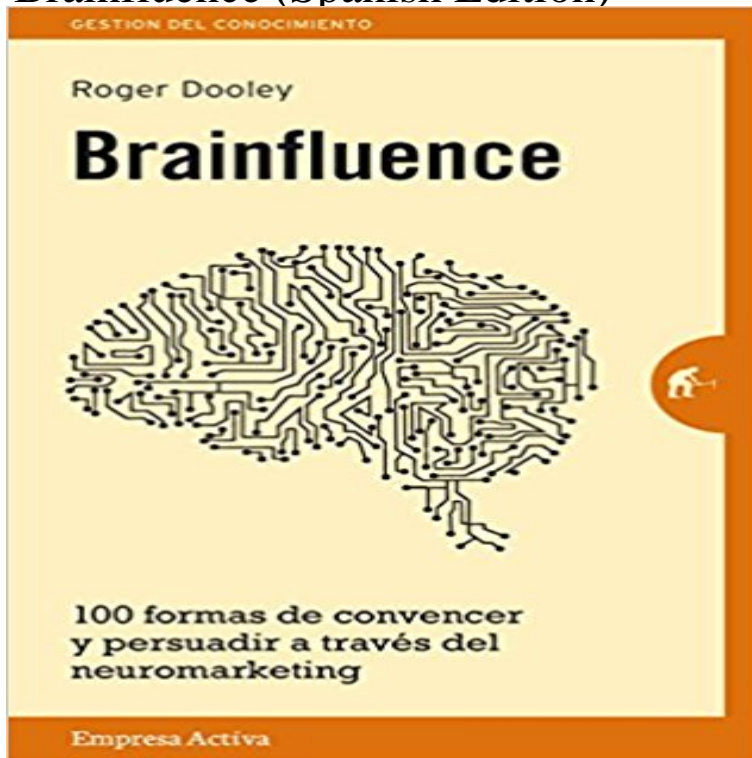


## Brainfluence (Spanish Edition)



De acuerdo con la neurociencia, el 95% de nuestros pensamientos, emociones y aprendizaje ocurre antes de que seamos conscientes de ello, sin embargo los grandes esfuerzos del marketing se siguen concentrando en los mensajes racionales que apelan al 5%. Brainfluence explica como funciona el cerebro y explica tanto como su funcionamiento influye en nuestras acciones y tambien como se puede llegar a influir en como pensamos A traves 100 breves consejos, imprescindibles para cualquier experto en marketing o en comunicacion, podra aprender como colocar sus productos, como fijar precios, lograr fidelidad a una marca y mucho mas. Tambien es lectura imprescindible para todos los que consumimos cotidianamente y nos dejamos influir por quienes hacen uso de estos 100 consejos. / This book explains how to practically apply neuroscience and behavior research to better market to consumers by understanding their decision patterns. This application, called neuromarketing, studies the way the brain responds to various types of marketing stimuli. Analysts use this to measure a consumer's preference, what a customer reacts to, and why consumers make certain decisions.

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