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Neuromarketing

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Learn to:

- Apply brain science to marketing and advertising research
- Recognize how consumers really think and make decisions
- Conduct neuromarketing studies that won't break your budget

Stephen J. Genco, PhD
Andrew P. Pohlmann
Peter Steidl, MBA, PhD



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by **Stephen J. Genco, PhD; Andrew P. Pohlmann;
and Peter Steidl, MBA, PhD**

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Introduction

Welcome to *Neuromarketing For Dummies!*

Neuromarketing is one of those topics that a lot of people talk about, but few people really understand. It's a brand-new field that sits at the intersection of three existing fields: marketing, market research, and brain science. In this book, we look at all these dimensions of neuromarketing, and consider its ethical and public policy implications as well.

As you dig into this book, you see that neuromarketing isn't about magical buy buttons in the brain, or about creating zombie consumers who are powerless to resist the enticements of brain-tickling marketers. It's about some amazing new discoveries in the brain sciences that are fundamentally changing the way we think about thinking, and are inevitably impacting how we think about buying, selling, and experiencing products and services. That's the revolution — and the excitement — that neuromarketing represents, and it's what we try to capture in *Neuromarketing For Dummies*.

About This Book

Our approach follows the tried-and-true format of the *For Dummies* series. We cover our topic in a modular way so you can jump in at any point and not feel lost. You can read the chapters in whatever order you like, because each chapter is self-contained. If we mention something that we cover in another chapter, we tell you where you can find more information.

Sidebars (text in gray boxes) and anything marked with the Technical Stuff icon are skippable. Finally, we made

some decisions regarding terminology that may hide some deep debates among scientists and researchers, but we did so to simplify our story and save you from a lot of philosophical arguing:

- ✓ We use the terms *brain* and *mind* interchangeably, even though some academics (and philosophers) would howl at such a simplification.
- ✓ We use the general term *brain sciences* to encompass the three major branches of science we include as foundations for neuromarketing: neuroscience, social psychology, and behavioral economics.
- ✓ We often use the term *consumers* to describe the people neuromarketing wants to understand; sometimes we just call them *people*.
- ✓ People who participate in studies or experiments we usually call *participants*, because we don't like the clinical term *subjects*, although we do use that term once in a while.

Within this book, you may note that some web addresses break across two lines of text. If you're reading this book in print and want to visit one of these web pages, simply key in the web address exactly as it's noted in the text, pretending as though the line break doesn't exist. If you're reading this as an e-book, you've got it easy — just click the web address to be taken directly to the web page.

Finally, in the grand tradition of the *For Dummies* series, we don't take our subject matter or ourselves too seriously — which is particularly important for the topic of neuromarketing, because some people treat this topic as something that's just too complicated for mere mortals to understand. Usually, when experts tell you something is too complicated for you to understand, it

means you're about to be charged a lot of money or they don't want you to ask too many questions. We hope this book helps level the playing field between practitioners, consumers of neuromarketing services, and just plain consumers, so that everyone has a more grounded and realistic picture of what's involved and what's realistic to expect, in the brave new world of neuromarketing.

Foolish Assumptions

We wrote this book for anyone who has an interest in neuromarketing, so we made very few assumptions about you and what you need to know to get the most out of this book. Here are the assumptions we made:

- ✓ We assume you don't have a degree in psychology, economics, statistics, or neuroscience — but if you do, we don't think it'll hurt you too badly.
- ✓ We assume you're interested in how people think and why they act the way they do, even when they don't act very rationally.
- ✓ We assume you're interested in how people are influenced by marketing and advertising, but we don't assume you're an expert in these fields.
- ✓ We assume you're interested in neuromarketing because you think it can help you in your business or because you think it can hurt you as a consumer. We cover both these perspectives in depth.
- ✓ We assume you're willing to consider new ideas about your own brain that may seem completely counterintuitive when you first hear them.

Icons Used in This Book

Icons are the little images in the margins of this book. We use them throughout the book to draw your attention to certain kinds of information. Here's what each icon means:



The Tip icon marks any tidbit of information that you can use to help you apply neuromarketing principles in your business, design useful neuromarketing studies, or work successfully with a neuromarketing partner.



The most important points in each chapter are marked with the Remember icon. If you want to jump to the main points of each chapter quickly, just follow the Remember icons.



We use the Warning icon to point out things you need to look out for. These may be cautions about interpreting scientific concepts presented in the book, or advice to help you get the most out of working with neuromarketing partners.



Sometimes we can't resist sharing some technical details with you that you really don't need to know to understand the rest of a chapter. Often these are further details on scientific topics or particulars about how neuromarketing has been used in practice. We mark these with the Technical Stuff icon so you can skip over them if you want to. It's your choice.

Beyond the Book

In addition to the material in the print or e-book you're reading right now, this product also comes with some access-anywhere goodies on the web. Check out the free Cheat Sheet at www.dummies.com/cheatsheet/neuromarketing for tips on how to apply neuromarketing to advertising and information on the intuitive consumer model and how it differs from the rational consumer model (used in traditional marketing).

Where to Go from Here

Although you can jump into this book at any point, we have some recommendations for where you may want to begin:

- ✓ For the basics, we recommend Chapters [1](#) and [2](#), because they provide an overview of the whole book and an introduction to the scientific foundations of neuromarketing.
- ✓ If you have a particular marketing area that interests you — like branding, product design, shopping, or entertainment — you can find the chapter that addresses that area in Part III.
- ✓ If you want to know how to get the most out of a neuromarketing study, check out Chapters [18](#) through [21](#).
- ✓ If you want to dive into the ethical and policy implications of neuromarketing, we suggest you start with Chapters [4](#) and [22](#).

If you want to dig deeper into the brain sciences that provide the foundations for neuromarketing, we suggest two excellent introductions: *Neuroscience For Dummies*,

by Frank Amthor, and *Behavioral Economics For Dummies*, by Morris Altman, PhD (both published by Wiley).

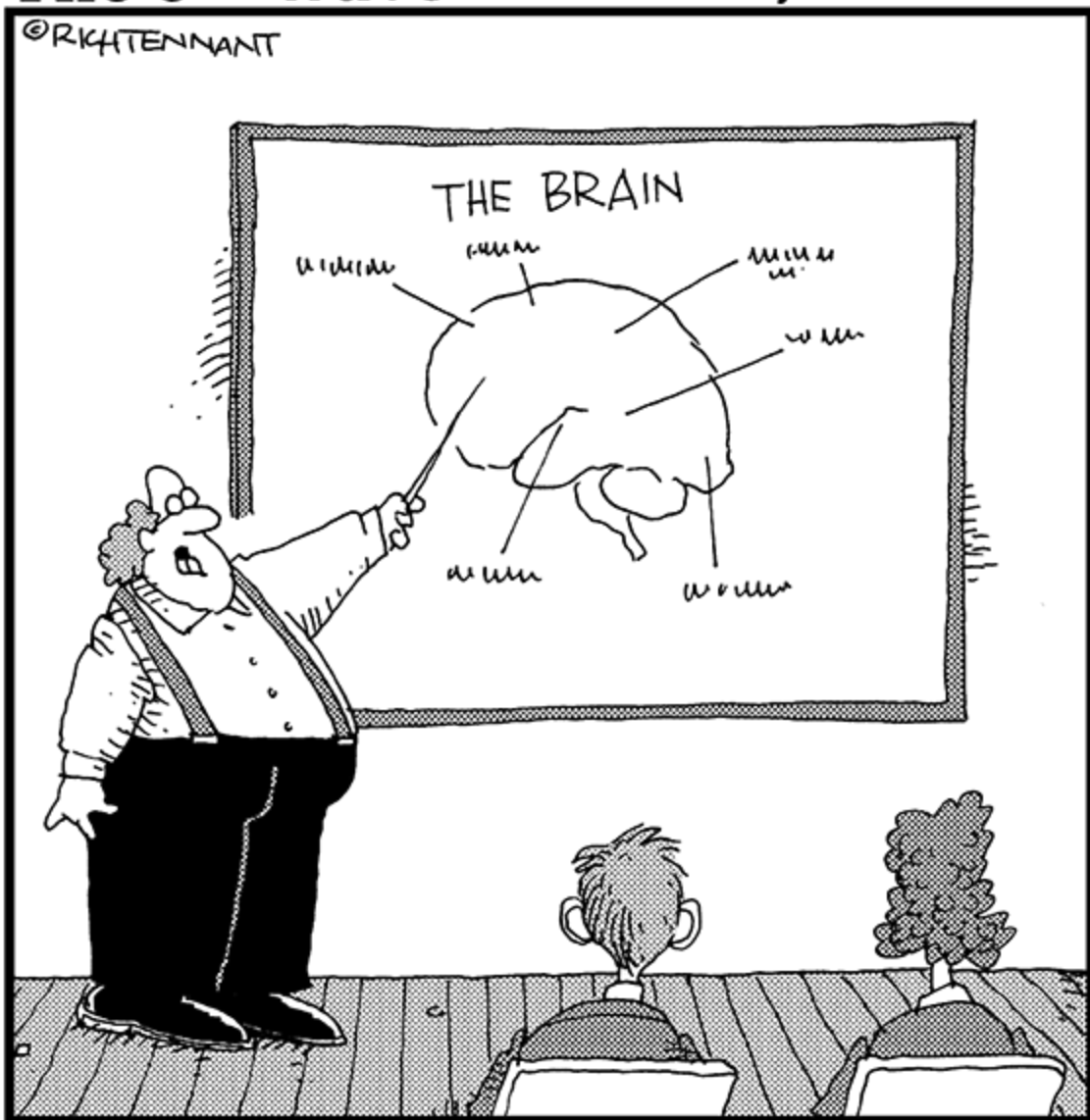
For more reading suggestions, references for all studies discussed in the book, updates and additions to book content, and pointers to training opportunities and upcoming speaking engagements, please visit the authors' website at www.intuitiveconsumer.com.

Part I

The Brave New World of Neuromarketing

The 5th Wave

By Rich Tennant



"Information is moved via neurotransmitters from neuron to neuron via the synapses into the brain where it is then retrieved by the memory via a slap on the back of the head."

In this part . . .

Here, we provide an overview of the new world of neuromarketing and the topics to be covered in more detail in the rest of the book. If you want a quick summary of what neuromarketing is and what this book is about, start here.

Neuromarketing has emerged in market research today because of some amazing new discoveries in neuroscience, social psychology, and behavioral economics that have changed our understanding of how the human brain experiences, interprets, decides, and acts in the world. Perhaps it was inevitable that these discoveries would be applied to advertising, marketing, and consumer behavior. But there is still a lot of confusion about this new field, and more than a few misunderstandings about what it can and can't do, and whether it's a good or bad thing. In this part, we clear up the confusion and give you a solid foundation for understanding neuromarketing, what it's good for, and how it's impacting market research and marketing.