



NEUROBRANDING

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- 1 A brand is a memory in the consumer's mind
- 2 Consumers don't decide what to 'put into memory' - their non-conscious mind decides
- 3 Images and emotions are the language of the consumer's mind
- 4 What do you do when you can't understand abstract language?
- 5 Memories can be linked
- 6 Memories are the building blocks of the consumer's decisions
- 7 The consumer has 'two brains'
- 8 Dopamine drives the consumer's actions

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- 12 Managing the consumer's expectations and the customer's experience
- 13 Shaping categorization and trade-off decisions
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About the author

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