

# Neuromarketing: Exploring The Brain Of The Consumer By Leon Zurawicki

By Leon Zurawicki

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## Leon Zurawicki | University of Massachusetts | -

the Forum started with the neuromarketing masterclass"Brain of the consumer" held by Leon Zurawicki

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### **Leon Zurawicki -**

Zurawicki is a Professor at the University of Massachusetts. His book Neuromarketing: Exploring the Brain of the Consumer appeared in Sept 2010.

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