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By Leon Zurawicki

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Leon Zurawicki, "Neuromarketing: Exploring the Brain of the Consumer" English | 2010 | ISBN: 3540778284 | 273 pages | EPUB , PDF | 3 MB

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Leon Zurawicki | University of Massachusetts | -

the Forum started with the neuromarketing masterclass "Brain of the consumer" held by Leon Zurawicki "Neuromarketing: Exploring the Brain of the Consumer"

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Apr 13, 2015 Transcript of "Neuromarketing exploring the brain for measuring consumer behavior" 1. International Journal of Management (IJM), ISSN 0976

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<http://www.sciencedirect.com/science/article/pii/S0167876006001073>

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Portada LEON ZURAWICKI Neuromarketing. Neuromarketing. Exploring the Brain of the Consumer LEON ZURAWICKI. Editorial: Springer, 2010.

<http://www.iberlibro.com/Neuromarketing-Exploring-Brain-Consumer-LEON-ZURAWICKI/10942894934/bd>

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Neuromarketing is a new field of marketing research that studies consumers' sensorimotor, cognitive, Neuromarketing: Exploring the Brain of the Consumer.

<https://en.wikipedia.org/wiki/Neuromarketing>

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<http://neurorelay.com/2012/10/10/neuromarketing-masterclass-with-leon-zurawicki/>

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Understanding the mind of the consumer is daunting for marketers. This book offers an analytical perspective on the brain,

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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.

http://www.erikdup.com/Leon_Zurawicki_FE3J.php

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