Neuromarketing Edge

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An introduction to attention, perception, and decision-making in marketing communication.

This ebook organizes the subject into practical themes you can compare with your goals, resources, and current approach. It is an educational reference; the ideas are not a promise of a particular business or personal result.

Topics covered

- How attention and information processing affect marketing choices.
- Making opening messages easier to notice.
- Designing pages and messages for easier comprehension.
- Considering social proof and risk reversal in context.

Who this ebook is for

This book may be useful for marketers and communications teams who want a structured introduction to this subject and related decisions.

Putting the ideas in context

As you read, identify a question from your own situation. Compare the approaches in the book with your constraints, then decide what information or small next step would help you evaluate them.

Book details

Format: Ebook. Pages: 72. Words: 13005.

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