

## The Advertised Mind Groundbreaking Insights Into How Our Brains Respond To Advertising

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The Advertised Mind draws on the very latest research into the workings of the human brain undertaken by psychologists, neurologists and artificial intelligence specialists. Author Erik du Plessis uses this research to suggest why emotion is such an important factor in establishing a firm memory of an advertisement and predisposing consumers to buy the brand that is being advertised.

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The Advertised Mind draws on the very latest research into the workings of the human brain undertaken by psychologists, neurologists and artificial intelligence specialists. Author Erik du Plessis uses this research to suggest why emotion is such an important factor in establishing a firm memory of an advertisement and predisposing consumers to buy the brand that is being advertised.

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*The Advertised Mind: Ground-Breaking Insights into How Our Brains Respond to Advertising* Mark Truss *Journal of Advertising Research* Mar 2006, 46 (1) 132-134; DOI: 10.2501/S0021849906000158

*The Advertised Mind: Ground-Breaking Insights into How Our ...*

Research by Erik du Plessis has helped show that the strongest factor predicting an advertisement's success is how much the ad is liked. In *The Advertised Mind*, du Plessis draws on information about the working of the human brain from psychologists, neurologists and artificial intelligence specialists. He uses this research to suggest why emotion is such an important factor in establishing a firm memory of an advertisement and predisposing consumers to buy the brand that is being advertised.

*The Advertised Mind: Groundbreaking Insights into How Our ...*

Advertising research organizations have been trying for years to measure the effectiveness of advertising. *The Advertised Mind* draws on the very latest research into the workings of the human brain undertaken by psychologists, neurologists and artificial intelligence specialists.

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*The Advertised Mind: Groundbreaking Insights into How Our Brains Respond to Advertising* 1st Edition by Erik Du Plessis and Publisher Kogan Page. Save up to 80% by choosing the eTextbook option for ISBN: 9780749445782, 0749445785. The print version of this textbook is ISBN: 9780749450243, 074945024X.

Du Plessis draws on information about the working of the human brain from psychologists, neurologists, and artificial intelligence specialists to suggest why "ad-liking" is such an important factor in advertisement and how it predisposes consumers to buy the brand that is being advertised.

"How the Body Knows Its Mind takes you inside the amazing science of how the body affects the mind, and shows how to use that wisdom to live smarter and maximize what your body teaches your mind"--

Think your way to a more confident, successful you. Women's brains are different. It's not one-size-fits both men and women. Yet many women still believe the myths we tell ourselves. Myth: Women make emotional decisions when stressed. Myth: Women suffer more from unhappiness than men. Myth: Women have to act like men to be effective leaders. Dispel the myths! Stop underestimating your abilities. Stop downplaying your successes. And stop apologizing. In *Think Like a Girl*, award-winning psychologist, professor, and TEDx speaker Dr. Tracy Packiam Alloway will help you discover how: sticking your hand in a bucket of ice can help you make a less emotional decision changing one word can provide a buffer against depressive thoughts adopting a more relationship-centric leadership approach can be better for mental health Dare to think differently. Dare to think like a girl.

Offers advice on making medical decisions in spite of confusing and conflicting information, and provides insight into the beliefs influencing how choices are made while citing the marketing practices that complicate the process.

*Sorry Spock, Emotions Drive Business* presents scientific proof that creative advertising is better for the bottom line. Adam Morgan, a Senior Creative Director at Adobe, gives both creatives and marketers the ammo to prove the value of creativity to stakeholders. For decades, marketers have battled over the value of creative ideas. Some believe creativity adds more impact, others believe it's just window dressing. With data-driven marketing, the divide is only increasing. Today, more than ever, creative professionals need a concrete answer to the question, "Do creative ideas work better?" Fortunately, science has finally caught up. There is an answer that isn't based on subjective case studies. More than that, Adam shows how emotional ideas create experiences that are more effective and reveals why creativity is actually less risky for business. *Sorry Spock, Emotions Drive Business* shows readers how they can create the ideal experiences to improve their bottom line.

The old saying goes, "To the man with a hammer, everything looks like a nail." But anyone who has done any kind of project knows a hammer often isn't enough. The more tools you have at your disposal, the more likely you'll use the right tool for the job - and get it done right. The same is true when it comes to your thinking. The quality of your outcomes depends on the mental models in your head. And most people are going through life with little more than a hammer. Until now. *The Great Mental Models: General Thinking Concepts* is the first book in *The Great Mental Models* series designed to upgrade your thinking with the best, most useful and powerful tools so you always have the right one on hand. This volume details nine of the most versatile, all-purpose mental models you can use right away to improve your decision making, productivity, and how clearly you see the world. You will discover what forces govern the universe and how to focus your efforts so you can harness them to your advantage, rather than fight with them or worse yet- ignore them. Upgrade your mental toolbox and get the first volume today. AUTHOR BIOGRAPHY Farnam Street (FS) is one of the world's fastest growing websites, dedicated to helping our readers master the best of what other people have already figured out. We curate, examine and explore the timeless ideas and mental models that history's brightest minds have used to live lives of purpose. Our readers include students, teachers, CEOs, coaches, athletes, artists, leaders, followers, politicians and more. They're not defined by gender, age, income, or politics but rather by a shared passion for avoiding problems, making better decisions, and lifelong learning. AUTHOR HOME Ottawa, Ontario, Canada

*Advertising Theory* provides detailed and current explorations of key theories in the advertising discipline. The volume gives a working knowledge of the primary theoretical approaches of advertising, offering a comprehensive synthesis of the vast literature in the area. Editors Shelly Rodgers and Esther Thorson have developed this volume as a forum in which to compare, contrast, and evaluate advertising theories in a comprehensive and structured presentation. Chapters provide concrete examples, case studies, and readings written by leading advertising scholars and educators. Utilizing McGuire's persuasion matrix as the structural model for each chapter, the text offers a wider lens through which to view the phenomenon of advertising as it operates within various environments. Within each area of advertising theory - and across advertising contexts - both traditional and non-traditional approaches are addressed, including electronic word-of-mouth advertising, user-generated advertising, and social media advertising contexts. As a benchmark for the current state of advertising theory, this text will facilitate a deeper understanding for advertising students, and will be required reading for advertising theory coursework.

Once advertising was all about being 'on-message' and getting talking points right. But breakthroughs in brain science have confirmed what

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we all know but don't often admit to in business: people are primarily emotional decision-makers. From podcasting, blogs and forums to interactive ads in stations, the heart of the matter is now the consumer's experience as opposed to the company's marketing message. About Face shows how 21st century advertising can realize success by being 'on-emotion' first and foremost. Using data from eye tracking and facial coding to analyse consumer responses, About Face demonstrates exactly which advertising strategies are successful and why. Moving beyond the old Ps of product, price, place and promotion, Dan Hill outlines ten rules for emotionally effective advertising including simplicity, familiarity, relevancy and believability. Emotions rule decision making. About Face shows you that by focussing on the three new Ps of passion, purpose and personality, your campaigns can become more effective and emotionally engaging, taking you closer to the consumer.

Advertising, once seen as 'the official art of capitalist society' is an increasingly commonplace component of a characteristically promotional culture. Iain MacRury's Advertising offers the means to explore and evaluate this transition with an introduction to advertising for the contemporary reader. Advertising provides a clear and easy guide to a changing cultural and commercial genre. It explores how advertising can be studied as a cultural industry, and as a sign system, and how adverts and the reception of adverts can be considered drawing on approaches from literary criticism, structuralism, post-structuralism, psychoanalysis and ethnography. Written in an accessible and interesting style, Advertising is the ideal introductory book for students of media, communication and journalism.

The Branded Mind is about how people think, and particularly how people think about brands. It explores what we know about the structure of the brain, explains how the different parts of the brain interact, and then demonstrates how this relates to current marketing theories on consumer behaviour. It investigates developments in neuroscience and neuromarketing, and how brain science can contribute to marketing and brand building strategies. Including research by Millward Brown, one of the World's top market research companies, it touches on key topics such as the nature of feelings, emotions and moods, personality, measuring the brain, consumer behaviour and decision making and market segmentation.

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