

## The Advertised Mind

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### The Advertised Mind

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 ...

The Advertised Mind: Ground-Breaking Insights Into How Our Brains Respond to Advertising. by. Erik Du Plessis. 3.59 · Rating details · 80 ratings · 10 reviews. \* Draws on the very latest research into the workings of the human brain.

### The Advertised Mind: Ground-Breaking Insights Into How Our ...

The Advertised Mind adds a solid backbone of new science and research to all we know about advertising and how it can be made more effective. By detailing the most important and current findings in the field, du Plessis presents a fascinating look at the human brain and the ways it can be influenced by advertising.

### The Advertised Mind | New Hope Network

In The Advertised Mind, expert Erik 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 establishing a firm memory of an advertisement and predisposing consumers to buy.

### The Advertised Mind - Kogan Page

The Advertised Mind: Groundbreaking Insights into How Our Brains Respond to Advertising @inproceedings{Plessis2005TheAM, title={The Advertised Mind: Groundbreaking Insights into How Our Brains Respond to Advertising}, author={Erik Mygind du Plessis and Millward Brown}, year={2005} } Erik Mygind du Plessis, Millward Brown

### [PDF] The Advertised Mind: Groundbreaking Insights into ...

The Advertised Mind is one of the best books about advertising to date. The book is completely fact based and shows the power of emotional advertising versus functional advertising. The book is a smack to the face of functional driven "detergent advertising strategy".

### Amazon.com: Customer reviews: The Advertised Mind ...

It was there that du Plessis had the epiphany that led to The Advertised Mind. "I realized that neurologists weren't reading what we'd done," he says, "and we weren't reading what they'd done."...

### The Advertised Mind - Fast Company

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 - securityseek.com**

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### **The Advertised Mind: Groundbreaking Insights Into How Our ...**

To understand advertising fully, reformulate your assumptions to reflect current research about what makes ads effective and how the brain works. Businesses have advertised for decades, but most of the people who make decisions about how, where, when and how often to advertise tend to make choices based only on their own experiences.

### **The Advertised Mind Free Summary by Erik du Plessis**

The Advertised Mind: Ground-breaking Insights Into how Our Brains Respond to Advertising Kogan Page Series: Author: Erik Du Plessis: Editor: Millward Brown (Firm) Contributor: Millward Brown...

### **The Advertised Mind: Ground-breaking Insights Into how Our ...**

The Marketer, December 2005, Of all the books I have reviewed for this column over the past two years, The Advertised Mind is certainly one of the most interesting... [Erik du Plessis] has carried out some intelligent research, drawn some valuable conclusions, and explained complex subject-matter without resorting to spin, posturing or unnecessary jargon.

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

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.

### **The Advertised Mind by Du Plessis, Erik (ebook)**

The mind is the set of faculties including cognitive aspects such as consciousness, imagination, perception, thinking, intelligence, judgement, language and memory, as well as noncognitive aspects such as emotion and instinct. Under the scientific physicalist interpretation, the mind is produced at least in part by the brain. The primary competitors to the physicalist interpretations of the mind ...

### **Mind - Wikipedia**

Compiling research performed by du Plessis and Millward Brown, "The Advertised Mind" theorizes that the strongest factor in successful marketing is whether an advertisement creates an emotional response in its target audience. du Plessis bases his conclusions on recent discoveries in neuroscience—particularly the limbic system—which suggest that emotion establishes a firm memory of an advertisement and predisposes consumers to buy the brand that is being advertised. du Plessis also ...

### **Erik du Plessis - Wikipedia**

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