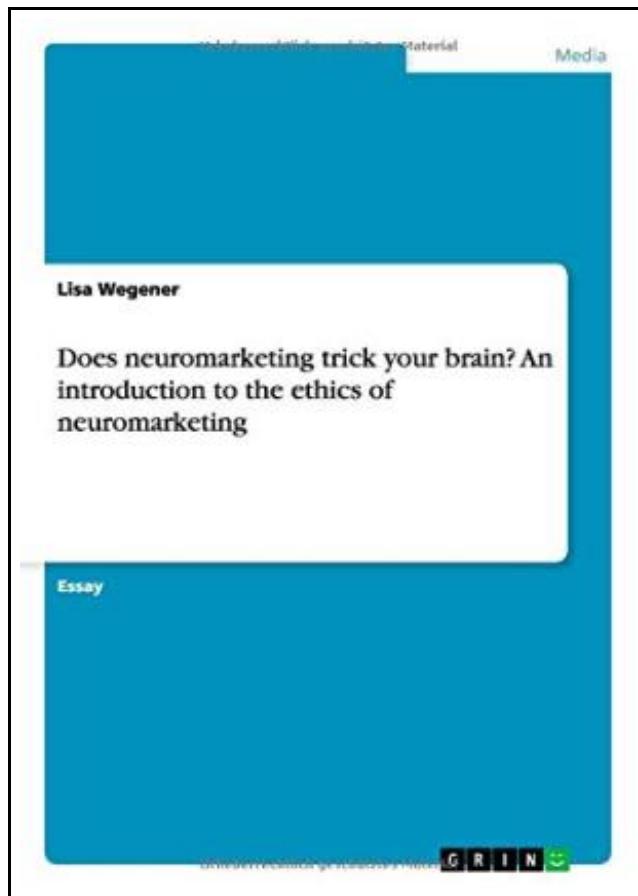


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GRIN Verlag GmbH Feb 2015, 2015. Taschenbuch. Book Condition: Neu. 223x149x7 mm. Neuware - Essay from the year 2012 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1,8, University of Applied Sciences Groningen, language: English, abstract: As a consequence of the advanced preoccupation with the human brain during the last years, the long displaced subconscious has moved back into the focus of researchers attention. In the late 1990ies, Gary Zaltman detected that subliminal motivations play a major role in decision-making processes like purchase decisions. Brought forth under the less threatening term of the implicit, the subconscious, which is the preserve of approximately 95% of our thoughts and mental stirrings, became a key concept again for neuroscientists, neuroeconomists and finally neuromarketers. Neuromarketing is a conglomeration of not only so recent disciplines, among them marketing, market research, brain research, cultural studies and psychology. It can be defined as the analysis of the neuronal effects of sales-promoting measures. It is based on the assumption that there are no merely rational procedures in the human brain for what reason marketing, which rests upon the verbal presentation of sales arguments, cannot create a powerful brand association and is thereby not likely to stand out from the multitude of commercials customers are faced with. Instead, neuromarketing focuses less on rational arguments or the formalities of advertising but it aspires to create a strong response and meaning in the customers heads. The tools by which neuromarketers try to directly address the recipients subconscious are the four so-called codes or cues : language, stories, symbols and senses. These codes operate as a bridge between the product and profound motivations like harmony, domination and stimulation. These kinds of implicit or subliminal communication strategies were firstly conveyed to a broader public already in 1957 when...

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