

The Advertised Mind

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The Advertised Mind - Kogan Page

The Advertised Mind also points to the importance of research done by Herbert Krugman in the 1970s. Krugman argued that recognition is an emotional task that uses the right hemisphere of the brain, and recall is a logical task that uses the left hemisphere of the brain.

The Advertised Mind Free Summary by Erik du Plessis

Publisher: Kogan Page ISBN 13: 9780749450243. Title: The Advertised Mind: Groundbreaking Insights into How Our Brains Respond to Advertising Item Condition: used item in a very good condition. Will be clean, not soiled or stained.

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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 | New Hope Network

The Advertised Mind by Erik du Plessis provides a fascinating and fresh insight into how our brains work and respond to advertising. Erik du Plessis is CEO of Millward Brown South Africa and formerly ran his own company, Impact, in South Africa. Both Millward Brown and Impact are well known for their expertise in brand and advertising research.

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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".

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