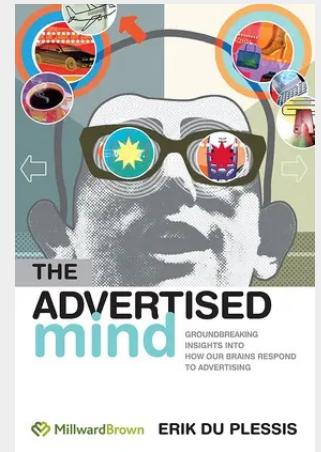


Du Plessis

Advertised Mind

Groundbreaking Insights Into How Our Brains Respond to Advertising

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. 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. He also draws on the findings of Adtrack's world-famous database of responses to over 30,000 TV commercials (the largest in the world). He explores what "ad-liking" really means, and suggests how this paradigm about the role of emotion has resulted in a continued effort to obtain maximum return from advertising spend.



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