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Consumer By Leon Zurawicki**

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Neuromarketing - page 30 of 108 - where brain

Where Brain Science and Marketing Meet. Neuromarketing by Leon Zurawicki Neuromarketing, Neuroscience and Marketing Books, Neuroscience Research.

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Zurawicki is a Professor at the University of Massachusetts. His book Neuromarketing: Exploring the Brain of the Consumer appeared in Sept 2010.

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the Forum started with the neuromarketing masterclass"Brain of the consumer" held by Leon Zurawicki "Neuromarketing: Exploring the Brain of the Consumer"

Book review: neuromarketing: exploring the brain

Title: Book review: Neuromarketing: Exploring the Brain of the Consumer, Leon Zurawicki.

What is neuromarketing ? a discussion and agenda

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