

**Neuromarketing: Exploring The Brain Of The
Consumer By Leon Zurawicki**

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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"

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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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