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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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advertised.

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In The
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du Plessis takes
this and other
research into
the 21st century
with additional

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neuroscience and

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adds a solid

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research to all

we know about

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detailing the most important and current findings in the field, du Plessis presents a fascinating look at the human brain and the ways it can be influenced by advertising.

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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

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Author Erik du Plessis uses this research to suggest why emotion is such an important factor in establishing a firm ...

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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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It was there
that du Plessis
had the epiphany
that led to The
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“I realized that
neurologists
weren't reading

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what we'd done,"
he says, "and we
weren't reading
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Compiling
research
performed by du
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"The Advertised Mind

Mind" theorizes that the strongest factor in successful marketing is whether an advertisement creates an emotional response in its target audience. du Plessis bases his conclusions

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on recent discoveries in neuroscience—particularly the limbic system—which suggest that emotion establishes a firm memory of an advertisement and predisposes consumers to buy the brand that

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