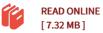# Neuro Design: Neuromarketing Insights to Boost Engagement and Profitability (Paperback)

By Darren Bridger

Kogan Page Ltd, United Kingdom, 2017. Paperback. Condition: New. 1. Aufl.. Language: English . Brand New Book. Today, businesses of all sizes generate a great deal of creative graphic media and content, including websites, presentations, videos and social media posts. Most big companies, including the likes of Procter Gamble, Coca-Cola, Tesco and Google, now use neuroscience research and theories to optimize their digital content. Neuro Design opens up this new world of neuromarketing design theories and recommendations, and describes insights from the growing field of neuroaesthetics that will enable readers to enhance customer engagement through their website, and boost profitability. Neuro Design emphasizes the importance of understanding consumers non-conscious reactions to design and how brands can use them to improve performance, and increase the credibility and persuasiveness of their content. Including practical methods such as neuro-research for testing websites, plus real world case studies from PG, Coca-Cola, Google and neuroscientific advertising for Nielson, this is the essential handbook for any marketer looking to improve engagement with their creative graphic content. Also covering visuospatial resonance, banner blindness, visual saliency, the Gestalt Psychology Model, the halo effect and much more, Neuro Design will equip any marketer with the design techniques they need...

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Reviews

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