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Book Review The Branded Mind: What Neuroscience Really Tells Us about the Puzzle of the Brain and the Brand by Erik du Plessis. If you are tired of pop psychology and fluffy neuro-books, then The Branded Mind by Erik du Plessis is for you. This is a book with voluminous research and serious

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In 2005, marketing expert Erik du Plessis published The Advertised Mind, an approachable synthesis of neuroscience and marketing that explained how advertising shapes the brain's responses and perceptions. Erik du Plessis - Wikipedia

The Branded Mind In 2011, du Plessis wrote a follow up book called "The Branded Mind: What Neuroscience Really Tells Us About the Puzzle of the Brain and Brand." "The Branded Mind" examines the neuroscience of brand decisions, taking the position that brand decisions were largely dependent on homeostatic factors.

[The Branded Mind by Erik Du Plessis \(ebook\) - ebooks.com](#)

Erik du Plessis is Chairman of Millward Brown (South Africa), one of the world's top market research companies with 78 offices in 51 countries. He is also a Visiting Professor at the Copenhagen Business School, and the author of The Advertised Mind , published by Kogan Page.

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The Branded Mind is about how people think, and in particular how people think about brands. Brand choice decisions ultimately take place inside the consumer's head. Neuroscience, then, holds lessons for how consumers respond to brands and make purchasing decisions.

Marketers and brand managers should take note. Erik du Plessis does just that. In this, his second book, du Plessis explores what scientists have uncovered about the structure of the brain and how different parts of the brain **The Branded Mind: What Neuroscience Really Tells Us about ...**

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Plessis does just that. In this, his second book, [du The Branded Mind \(Book Review\) - NeuroRelay](#)
Below you can read the book review of The Branded Mind (by Erik du Plessis) that I wrote for publication in the second issue of Neuromarketing Theory & Practice Magazine (published by Neuromarketing Science & Business Association).

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Erik du Plessis is President of the Johannesburg-based research agency, Impact Information. Impact is now part of the Millward Brown Group, one of the world's top 10 market research companies (owned by WPP) with 65 offices in 39 countries. The Branded Mind is about how people think, and in particular how people think about brands. Brand choice decisions ultimately take place inside the consumer's head. Brain science, then, holds lessons for how consumers respond to brands and make purchasing

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The Branded Mind is about how people think, and particularly how people think about brands. It explores what we know about the structure of the brain, how the different parts of the brain interact, and then demonstrates how this relates to current marketing theories on consumer behaviour.

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