

## The Advertised Mind Groundbreaking Insights Into How Our Brains Respond To Advertising

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### The Advertised Mind Groundbreaking Insights

The Advertised Mind: Groundbreaking Insights into How Our Brains Respond to Advertising [Erik Du Plessis] on Amazon.com. \*FREE\* shipping on qualifying offers. Research by Erik du Plessis has helped show that the strongest factor predicting an advertisement's success is how much the ad is liked. In The Advertised Mind

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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 functional advertising. The book is a smack to the face of functional driven "detergent advertising strategy".

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The Advertised Mind: Groundbreaking Insights into How Our Brains Respond to Advertising. The Advertised Mind draws on the very latest research into the workings of the human brain undertaken by psychologists, neurologists and artificial intelligence specialists. Author Erik du Plessis uses this research to suggest why emotion is such an important...

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### The advertised mind marketing business mind shopping

The Advertised Mind by Erik du Plessis provides a fascinating and fresh insight into how our brains work and respond to advertising. Erik du Plessis is CEO of Millward Brown South Africa and formerly ran his own company, Impact, in South Africa. Both Millward Brown and Impact are well known for their expertise in brand and advertising research.

### The Advertised Mind - Millward Brown

Our Thinking. Our global brand, advertising, media and digital experts publish a wide range of articles, opinion pieces, and blog posts throughout the year. We also conduct a series of global research studies with consumers and B2B leaders across industries, and share top-level insights with our clients.

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