

# Leggi libri Neuro Design: Neuromarketing Insights to Boost Engagement and Profitability

By Darren Bridger



---

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 Procter & Gamble, Coca-Cola, Tesco and Google, now use neuroscience research and theories to optimise 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 with their website and boost profitability. Online resources include web links to inspiring reading, and further website resources.

You Can Get This Books By Click Link/Button In Below .



/

<https://includger.com/?book=0749478888>