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THE

ADVERTISED mind

GROUNDBREAKING
INSIGHTS INTO
HOW OUR BRAINS RESPOND
TO ADVERTISING

 MillwardBrown

ERIK DU PLESSIS



The Advertised Mind

S Ashworth



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The Advertised Mind Erik Du Plessis, 2005 Du Plessis draws on information about the working of the human brain from psychologists neurologists and artificial intelligence specialists to suggest why ad liking is such an important factor in advertisement and how it predisposes consumers to buy the brand that is being advertised *Printers' Ink; the ... Magazine of Advertising, Management and Sales*, 1897 The Advertised Mind Erik du Plessis, 2005-01-01 *Printers' Ink*, 1927 *Business Digest and Investment Weekly*, 1920 **The Advertising Age and Mail Order Journal**, 1916 Agricultural Advertising Elmer E. Critchfield, Marco Morrow, Richard S. Thain, 1912 Mind and Body, 1902 **System**, 1922 **The Mailbag**, 1922 Advertising & Selling, 1920 **The Retail Coalman**, 1915 **Business and Advertising** Ashby Goodall, 1908 **The Ways of the Mind** Henry Foster Adams, 1925 Fourth Estate, 1921 **The Advertising Yearbook**, 1925 Issue for 1921 22 contains a digest of papers and addresses presented before the 17th annual convention of the Associated advertising clubs of the world Modern Salesmanagement Justus George Frederick, 1919 American Stationer and Office Manager, 1920 **The Poster**, 1912 Sales Management, 1920

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