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results, Neuromarketing: What's it all about?

From a talk of the same name delivered to the inaugural Australian Neuromarketing Symposium at Swinburne University (Melbourne) in February 2007.,

Neuroeconomics is an interdisciplinary field that seeks to explain human decision making, the ability to process multiple alternatives and to follow a course of action. It studies how economic behavior can shape our understanding of the brain, and how neuroscientific discoveries can constrain and guide models of economics.. It combines research from neuroscience, experimental and behavioral ..., Clinical neurophysiology is a medical specialty that studies the central and peripheral nervous systems through the recording of bioelectrical activity, whether spontaneous or stimulated. It encompasses both research regarding the pathophysiology along with clinical methods used to diagnose diseases involving both central and peripheral nervous systems., Grab the free

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