

FOREWORD  
PAOLO UNGERHILL

- EFFICIENCY RESEARCH → sales/purchase patterns ≠ WHY

→ trad. mkt research: claims ≠ motives

→ NEURON. vs brain stimulation < scanning

> trad. rel. vs culture, values, beliefs

INTRO • ads = info → wanted, not needed

⇒ ? WHAT is remembered } answers → in the brain: WHY

• NEURON = brain scans. Tools < not to manipulate (= abuse)

to decide what consumers think their emotional behaviour

⇒ ethical responsibility of commercial alerts

why? to gain more self control } develop meaningful products

Psychology, Martin Lindstrom example mindmap