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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
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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 &

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insights into how a piece of design
or advertising is affecting people at
both a rational and an emotional
level. Neuro-Insight -
Neuromarketing Neuro Design will
provide you with a range of tools
and techniques for a more effective
creative process. The book draws
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