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- We start with a very brief history of how the human brain developed over time. This provides a solid foundation for understanding the structure and processes that are most relevant to marketers.

Part I:

Understanding the consumer's mind

This first part covers the fundamental building blocks every marketer should be aware of.

- 2 Memories: the foundation of consumer behavior 16**
- The marketing task is essentially about memories: to create a brand memory, to enrich it to create a favourable brand positioning, to ensure the brand memory remains strong and to encourage habitual buying.
- 3 The two minds of the consumer 49**
- Here I explore the differences between the conscious and the nonconscious mind, and how the nonconscious mind dominates in driving buyer behavior. I also look at occasions when an understanding of the conscious, rational mind is of interest to marketers.

- 4 Drivers of purchase and brand choice 67**
Dopamine drives consumers to buy, but goals determine the choice of brands. I consider hard-wired goals (Deep Rooted Drivers of Behavior) versus temporary goals, leading to a discussion of brand codes and, ultimately, categorizations and trade-off decisions.

Part II:

Shaping purchase decisions

This part of the book looks at ways of connecting with the consumer's nonconscious mind, including priming and the importance of shortcuts.

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I consider the importance of images in framing any messages you may send at various touchpoints, and the activation of mirror neurons.
- 6 Priming the consumer's buying behavior 112**
Finally, I turn my attention to the all-important challenge of priming the consumer to take shortcuts that favor your brand.

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In this final section you will find some suggestions for the next step you might want to take. With a solid neuromarketing foundation is it now time to explore specific applications that

allow you to lift the effectiveness of your marketing activities. I present some reading suggestions and highlight some online resources that may be of interest.

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