



The Branded Mind: What Neuroscience Really Tells Us about the Puzzle of the Brain and the Brand

By Erik Du Plessis

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The Branded Mind is about how people think, and in particular how people think about brands. Brand choice decisions ultimately take place inside the consumer's head. Neuroscience, then, holds lessons for how consumers respond to brands and make purchasing decisions. Marketers and brand managers should take note.

Erik du Plessis does just that. In this, his second book, du Plessis explores what scientists have uncovered about the structure of the brain and how different parts of the brain interact. He investigates developments in neuroscience and neuromarketing and what lessons this holds for brand managers. What bearing do these developments have on current theories of consumer behavior? How can neuroscience contribute to marketing and brand-building strategies?

Including research by Millward Brown, *The Branded Mind* touches on key topics such as the nature of feelings, moods, personality, measuring the brain, consumer behavior, decision making, and market segmentation.

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Editorial Review

Review

"[T]he result of very considerable thought, but thought that has been influenced by the author's digestion of a massive battery of empirical work, in addition to many examples from his long experience as an innovative market researcher." --**John Philip Jones**, Emeritus Professor at Syracuse University

"Du Plessis...provides an illuminating glimpse into the "black box" of consumer behavior...the author presents research findings to suggest that neuroscience has enough practical substance to warrant exploration of how it might help marketers design strategies that result in more individually tuned consumer value and satisfaction... Summing Up: Recommended." --**CHOICE**

"*The Branded Mind*...provides a fine survey of how neuroscience research affects market research techniques, and how it can learn from established business routines... explores recent studies and findings in both neuroscience and business, making this a pick for both types of college-level collections." --**Midwest Book Review**

"...[*The Branded Mind*] will generously reward those who read it with great care... With both rigor and eloquence, [Erik Du Plessis] explains why emotions are not in conflict with rational behavior; indeed, they cause rational behavior. For those who are eager to understand the consumer brain and the decision-making process it tends to follow, this insight is of incalculable value... It is a brilliant achievement." --**Robert Morris**

"... provides an in depth and contemporary analysis of how people think, and how that relates to branding...those in search of a rich and comprehensive understanding of neuromarketing should look no further." --**brandchannel.com**

"...[A] fascinating ride into one of the last uncharted areas of the body... This book will be an incredibly useful and beneficial addition to the knowledge of the brain and how traders can exploit its functions." --**Will Roney**, Startup Business Book Reviews

"du Plessis brings an even more focused treatment to the topic of neuromarketing... He breaks his fairly dense material into brief chapters, so you can pick and choose according to your interests, ranging from cognitive science to branding, with many intriguing stops in between. *getAbstract* recommends du Plessis's research, insights and engaging questions to marketing professionals and to readers interested in decision making, advertising, neuroscience and neuromarketing." --**getAbstract**

About the Author

Erik du Plessis is President of the Johannesburg-based research agency, Impact Information. Impact is now part of the Millward Brown Group, one of the world's top 10 market research companies (owned by WPP) with 65 offices in 39 countries. He is also the author of *The Advertised Mind*.

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