

GIANPIERO LUGLI

Neuroshopping

Come
e perché
acquistiamo



Neuroshopping Come E Percha Acquistiamo

Gianpiero Lugli



Neuroshopping Come E Percha Acquistiamo:

Neuroshopping. Come e perché acquistiamo Giampiero Lugli, 2010

Neuroelectrical Brain Imaging Tools for the Study of the Efficacy of TV Advertising Stimuli and their Application to Neuromarketing Giovanni Vecchiato, Patrizia Cherubino, Arianna Trettel, Fabio Babiloni, 2013-05-13 In this book the authors describe their original research on the potential of both standard and high resolution electroencephalography EEG for analyzing brain activity in response to TV advertising When engineering techniques neuroscience concepts and marketing stimuli converge in one research field known as neuromarketing various theoretical and practical aspects need to be considered The book introduces and discusses those aspects in detail while showing several experiments performed by the authors during their attempts to measure both the cognitive activity and emotional involvement of the test subjects In these experiments the authors apply simultaneous EEG galvanic skin response and heart rate monitoring and show how significant variations of these variables can be associated with attention to memorization or enjoyment of the presented stimuli In particular this book shows the central role of statistical analysis in recovering significant information on the scalp and cortical areas involved along with variations of activity in the autonomous nervous system From an economic and marketing perspective the aim of this work is to promote a better understanding of how mass consumer advertising of established brands affects brain systems From a neuroscience perspective the broader goal is to provide a better understanding of both the neural mechanisms underlying the impact of affect and cognition on memory and the neural correlates of choice and decision making Please download the extra material for this book <http://extras.springer.com>

Manuale di ragioneria. Con temi, casi ed esercizi di contabilità Maria Gabriella Baldarelli, Piera Berlini, Nives Carlini Cuttin, Lauretta Semprini, Stefania Vignini, 2016

Il piano marketing. Guida operativa con software Antonio Ferrandina, 2023-04-21T09:43:00+02:00 Il Marketing Planning rappresenta lo studio delle strategie di marketing per il lancio di un prodotto l'avvio di una campagna commerciale la ricerca di nuovi mercati e clienti Rappresenta quindi uno strumento essenziale per la tua attività di imprenditore o di consulente aziendale In questo manuale unico in Italia ti mostrerò in modo sequenziale tutte le fasi di analisi della clientela della concorrenza e del marketing strategico ed operativo per arrivare a definire gli obiettivi di vendita il budget di marketing e le fasi di implementazione e controllo Quello che hai tra le mani un tool efficace ed efficiente per redigere piani di fattibilità e di marketing grazie soprattutto al software Marketing Plus allegato che consente di realizzare operativamente le analisi e la redazione del piano di marketing

Cibo, salute e business Gianpiero Lugli, 2015-09-22T00:00:00+02:00 Il tema dell'obesità è stato analizzato sotto diversi profili Ogni disciplina ha adottato metodi e strumenti specifici che non hanno consentito una piena comprensione del fenomeno e l'individuazione di soluzioni adeguate Per comprendere pienamente il comportamento delle persone e orientarle verso traiettorie virtuose sul piano individuale e collettivo occorre invece coniugare la conoscenza di diverse discipline In questa direzione l'economia comportamentale e il neuromarketing diversamente dall'economia e dal marketing tradizionale che non si occupano del

processo con cui l'individuo arriva alla scelta ma si limitano ad analizzare le decisioni prese e il loro legame con l'utilità attesa individuano le ragioni che portano all'assunzione frequente di alimenti ipercalorici in quantità eccessiva. Le imprese sono chiamate a rivedere quelle politiche di prodotto di prezzo di formato e di comunicazione che attraverso l'offerta di cibi ipercalorici ad alto contenuto di servizio hanno contribuito in maniera rilevante all'epidemia di obesità. Il soggetto pubblico deve invece evitare misure proibizionistiche e la manovra della leva fiscale puntando per contro sulla possibilità di orientare la libera scelta dei cittadini attraverso strumenti di apprendimento emotivo che facilitino comportamenti automatici e abitudini alimentari più salutari.

Leader digitali. Dall'analisi dell'influenza online all'influencer management

Tagliapietra, 2015 Emotions tracking Gianpiero Lugli, 2014-04. Sarà mai possibile entrare nella mente del consumatore per comprenderne in modo oggettivo i comportamenti d'acquisto? Forse no per fortuna ma certamente i recenti sviluppi della psicologia e delle neuroscienze già oggi mettono a disposizione degli operatori di marketing strumenti di indagine fino a pochi anni fa inimmaginabili. Questo libro esplora la frontiera scientifica delle ricerche di marketing concentrandosi in particolare sulle emozioni sulla loro importanza nel determinare la risposta agli stimoli di marketing e sulle rivoluzionarie tecniche utilizzate per misurarle. Le misure biometriche infatti possono arricchire gli strumenti tradizionalmente impiegati per analizzare il comportamento del consumatore in particolare la tecnologia dell'affective computing permette di analizzare le emozioni comunicate tramite le espressioni facciali allo scopo di misurare l'efficacia della pubblicità e stimare la probabilità di successo di un nuovo prodotto. Gianpiero Lugli, professore ordinario di Economia e gestione delle imprese presso il Dipartimento di Economia dell'Università di Parma. Per Apogeo Education ha pubblicato *Neuroshopping. Come e perché acquistiamo* 2011 e *Troppa scelta. Difficoltà e fatica nell'acquistare* 2012.

Neuroshopping Come E Percha Acquistiamo Book Review: Unveiling the Magic of Language

In a digital era where connections and knowledge reign supreme, the enchanting power of language has been apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is really remarkable. This extraordinary book, aptly titled "**Neuroshopping Come E Percha Acquistiamo**," compiled by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we will delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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