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advertisement and predisposing consumers to buy the brand that is being advertised.

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In *The Advertised Mind*, du Plessis takes this and other research into the 21st century with additional neuroscience and modern studies. ~ Why We Like This Book. *The Advertised Mind* adds a solid backbone of new science and

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research to all we know about advertising and how it can be made more effective. By detailing the most important and current findings in the field, du Plessis presents a fascinating look at the human brain and the ways it can be influenced by advertising.

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## **The Advertised Mind | New Hope Network**

The Advertised Mind is one of the best books about advertising to date. The book is completely fact based and shows the power of emotional advertising versus functional advertising. The book is a smack to the face of functional driven "detergent advertising



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research to suggest why emotion is such an important factor in establishing a firm ...

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In The Advertised Mind, du Plessis draws on information about the working of the human brain from psychologists,

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**The Advertised Mind:**

*Page 20/36*

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...

It was there that du Plessis had the epiphany that led to The Advertised Mind. “I realized that neurologists weren’t reading what we’d done,” he says, “and we weren’t reading what they’d done.”...

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## **The Advertised Mind - Fast Company**

Compiling research performed by du Plessis and Millward Brown, "The Advertised Mind" theorizes that the strongest factor in successful marketing is whether an advertisement creates an emotional response in its target audience. du Plessis bases his

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conclusions on recent discoveries in neuroscience—particularly the limbic system—which suggest that emotion establishes a firm memory of an advertisement and predisposes consumers to buy the brand that is being advertised. du Plessis also ...

**Erik du Plessis -**  
*Page 23/36*

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How advertisers play the mind game. Jul 19, 2017. ... reports a rise in the use of muscle-enhancing supplements and steroids among teenage boys keen to emulate male bodies seen in the media. ...

**How advertisers play  
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Week UK**

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Series: Author: Erik Du

Plessis: Editor:

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encourages men to go a month without ejaculating – aka busting a nut. For some, this might look like a harmless challenge to try their, erm, hands at. Many ...

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John Bolton, President  
Donald Trump's former

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