



THE

# ADVERTISED mind

GROUND-BREAKING  
INSIGHTS INTO  
HOW OUR BRAINS  
RESPOND TO  
ADVERTISING



ERIK DU PLESSIS

# The Advertised Mind

**Erik Du Plessis**



## **The Advertised Mind:**

**The Advertised Mind** Erik Du Plessis,2005-05-03 Advertising research organizations have been trying for years to measure the effectiveness of advertising The Advertised Mind draws on the very latest research into the workings of the human brain undertaken by psychologists neurologists and artificial intelligence specialists Author Erik du Plessis uses this research to suggest why emotion is such an important factor in establishing a firm memory of an advertisement and predisposing consumers to buy the brand that is being advertised He also draws on the findings of Adtrack s world famous database of responses to over 30 000 TV commercials the largest in the world He explores what ad liking really means and suggests how this paradigm about the role of emotion has resulted in a continued effort to obtain maximum return from advertising spend

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## **The Advertised Mind** Book Review: Unveiling the Power of Words

In a world driven by information and connectivity, the ability of words has become more evident than ever. They have the ability to inspire, provoke, and ignite change. Such could be the essence of the book **The Advertised Mind**, a literary masterpiece that delves deep to the significance of words and their impact on our lives. Written by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we will explore the book's key themes, examine its writing style, and analyze its overall affect readers.

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