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The Advertised Mind: Ground-Breaking Insights into How Our Brains Respond to Advertising Mark Truss Journal of Advertising Research Mar 2006, 46 (1) 132-134; DOI: 10.2501/S0021849906000158

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Research by Erik du Plessis has helped show that the strongest factor predicting an advertisement's success is how much the ad is liked. In The Advertised Mind, du Plessis draws on information about the working of the human brain from psychologists, neurologists and artificial intelligence specialists. He 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

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