

Patrick **Georges** - Michel **Badoc**

avec la collaboration de Anne-Sophie Bayle-Tourtoulou

Le neuromarketing en action



Nouvelle
édition revue
et enrichie

*Parler
et vendre
au cerveau*

EYROLLES

Le Neuromarketing En Action

**Brigita Janiūnaitė, Asta
Pundziene, Monika Petraite**



Le Neuromarketing En Action:

Le neuromarketing en action Michel Badoc, Patrick Georges, 2012-06-28 Comment marquer l'esprit et la mémoire du consommateur Comment le faire réagir en fonction de telle ou telle couleur telle ou telle forme tel ou tel son telle ou telle odeur Comment cibler la partie de son cerveau qui décide et provoquer l'acte d'achat Comment fidéliser vos clients et en conquérir de nouveaux Les techniques modernes d'analyses neuromodales imagerie cérébrale analyse de sécrétion d'hormones simulateurs d'environnement et de stress thologie ont révolutionné la connaissance du cerveau humain et permettent désormais d'appréhender ce qui plaît au consommateur Mises en place au sein de grandes entreprises multinationales les applications de ces techniques au marketing bouleversent les approches traditionnelles et offrent aux marques une formidable opportunité de fidélisation et de conquête clients Patrick Georges neurochirurgien et Michel Badoc professeur de marketing ont associé leur expertise pour créer cet ouvrage au fait des dernières avancées sur le sujet Truffé d'exemples il propose six tapes pour parler et vendre au cerveau et appliquer les techniques de neuromarketing toutes les fonctions de l'entreprise

Le Neuromarketing en Action Michel Badoc, Patrick Georges, 2012 Présentation Comment marquer l'esprit et la mémoire du consommateur Comment le faire réagir en fonction de telle ou telle couleur telle ou telle forme tel ou tel son telle ou telle odeur Comment cibler la partie de son cerveau qui décide et provoquer l'acte d'achat Comment fidéliser vos clients et en conquérir de nouveaux Les techniques modernes d'analyses neuromodales imagerie cérébrale analyse de sécrétion d'hormones simulateurs d'environnement et de stress thologie ont révolutionné la connaissance du cerveau humain et permettent désormais d'appréhender ce qui plaît au consommateur Mises en place au sein de grandes entreprises multinationales les applications de ces techniques au marketing bouleversent les approches traditionnelles et offrent aux marques une formidable opportunité de fidélisation et de conquête clients Patrick Georges neurochirurgien et Michel Badoc professeur de marketing ont associé leur expertise pour créer cet ouvrage au fait des dernières avancées sur le sujet Truffé d'exemples il propose six tapes pour parler et vendre au cerveau et appliquer les techniques de neuromarketing toutes les fonctions de l'entreprise Au sommaire Le neuromarketing ou l'art de vendre au cerveau Vendre la stratégie et l'organisation marketing aux dirigeants et collaborateurs en s'adressant directement leur intelligence La méthode neuromarketing Les perspectives pour aujourd'hui et demain

Le neuromarketing en action Patrick Georges, 2012

LETTRES DE VENTES HYPNOTIQUES EDMOND AMBOS, TV Lobotomy Michel Desmurget, 2023-07-04 TV unleashes the imagination and feeds intelligence A child deprived of TV risks social isolation TV dumbs you down TV makes you obese It seems that everything and its opposite has already been said about TV But what is it really How can we distinguish between the radical No TV of some and the supposedly entertaining virtues touted by others Michel Desmurget a doctor in neuroscience has sifted through and synthesized thousands of research articles published over the last fifty years in the most rigorous international journals The conclusion is unequivocal we must stop watching television for good whatever the

program All content even that meant to teach can never come close to any other learning method The data is clear television viewing is detrimental to school performance For a child in elementary school for example every hour spent daily watching television increases the likelihood that he or she will one day leave the school system without any qualifications For specialists there is no doubt that television has a negative influence not only on intellectual development but also on behavior Thus certain eating disorders anorexia bulimia are related to a frantic consumption of television programs In short watching television has an impact on our life expectancy However the harmful impact of this risk is largely underestimated because of the large sector of the public exposed to television more than 85% of Western households have at least one television set and because of a debate on the subject that has become inaudible and confused Moreover the results of the research initiated by the big media groups on the subject remain proprietary i e closed to the general public Believing that we are facing a real public health problem Michel Desmurget wants to act as a responsible scientist with a clear concise and rigorously referenced book the message cannot go unnoticed Michel Desmurget is a doctor of neuropsychology He attended several major American universities MIT Emory UCSF and is now a research director at INSERM in cognitive neuroscience He is particularly interested in the problems of brain organization and plasticity He is the author of the book TV Lobotomy Max Milo 2022 which is based in part on his personal history Exasperated by having to constantly justify the choice not to have television at home and to prevent his children from having access to it and not to be seen as a sociopath in the eyes of those around him he has done a massive job to argue his point

COMMENT REDRESSER VOS VENTES ? EDMOND AMBOS,

Advanced Intelligent Systems for Sustainable Development (AI2SD'2019) Mostafa Ezziyyani, 2020-03-03 This book gathers papers from the International Conference on Advanced Intelligent Systems for Sustainable Development AI2SD 2019 held on July 08 11 2019 in Marrakech Morocco which address the environment industry and economy and the role of advanced intelligent systems and computing in connection with these three fields The book includes a host of interesting studies and successful applications regarding the economy and industry e g in Manufacturing Digital Factories Smart Supply Chain Management in Industry Project Management in Industry Digital Economy Digital Business M commerce Blockchain and Digital Currencies In addition the book highlights work that addresses the environmental aspect covering topics such as Big Data Analysis the Internet of Things for Environmental Management Sensor Networks for Environmental Services Network Interoperability in Environmental Ecosystems Wireless Sensors and Cognitive Radio Networks Environmental Management Computing Systems Sustainable Mobility Solutions Remote Sensing Applications Geo information Geophysics Addressing social legislative and environmental aspects the book is intended for all stakeholders in the industrial world It will be of interest e g to customers helping them improve their profits and economic profitability and to professionals and fishermen working to evolve and optimize their supply chains and to improve productivity in the fiercely competitive I4 0 world The authors of each chapter report on the state of the art and present the outcomes of their own research laboratory

experiments and successful applications The purpose of the book is to combine the idea of advanced intelligent systems with appropriate tools and techniques for modeling management and decision support in the fields of the environment industry and economy **LA NEUROVENTE** © EDMOND AMBOS, *Lying Beyond Scruples* Lia Lola V. Kotnik, 2025-02-04 Lies

and manipulations have long been part of social life but the rise of Trump and Trumpism has made these practices excessively blatant and obscene challenging our ability to respond effectively This book explores this shift through sociological anthropological philosophical and communicological perspectives analysing the emergence of a new form of lying and manipulation anti non post truthful anti non post ethical and anti non post reflexive Using the Slovenian case of Trump inspired practices Kotnik presents an analytical model of resistance as a means of self empowerment against these disruptive and harmful tactics She examines how open liars and transparent manipulators have become socially tolerable in our increasingly mentirocratic societies and argues that it is crucial to resist these practices both in principle and in action Kotnik s work offers a stimulating investigation into why the open lie and transparent manipulation have become socially acceptable and why they must be actively opposed **Artificial Intelligence, Big Data, IOT and Block Chain in**

Healthcare: From Concepts to Applications Yousef Farhaoui, 2024-08-13 This book covers a wide range of topics related to the integration of Artificial Intelligence Big Data IoT and Blockchain From Concepts to Applications It begins by establishing a solid foundation and introducing the concepts and principles of each technology The subsequent chapters delve into the various applications and use cases providing readers with real world examples of how AI IoT and Blockchain can be leveraged to address key challenges in Smart Environments Data is becoming an increasingly decisive resource in modern societies economies and governmental organizations Data science Artificial Intelligence and Smart Environments inspire novel techniques and theories drawn from mathematics statistics information theory computer science and social science This book reviews the state of the art of big data analysis Artificial Intelligence and Smart Environments It includes issues that pertain to signal processing probability models machine learning data mining databases data engineering pattern recognition visualization predictive analytics data warehousing data compression computer programming smart city etc The papers in this book were the outcome of research conducted in this field of study The latter makes use of applications and techniques related to data analysis in general and big data and smart cities in particular The authors hope that this book serves as a valuable resource and guide for readers empowering them to navigate the intricate landscape of Artificial Intelligence IoT and Blockchain in Smart Environments Let the authors embark on this transformative journey together as the authors explore the concepts and applications that hold the potential to shape the future of Smart Environments The book appeals to advanced undergraduate and graduate students post doctoral researchers lecturers and industrial researchers as well as anyone interested in big data analysis and Artificial Intelligence **Le neuro-consommateur**

Anne-Sophie Bayle-Tourtoulou, Michel Badoc, 2016-11-10 Alors que le consommateur se croit conscient et rationnel son

cerveau prend le plus souvent des décisions inconscientes et irrationnelles Fond sur de multiples recherches neuroscientifiques et sur de nombreuses applications en entreprises cet ouvrage est le premier livre fondamental apportant une vision complète et approfondie sur les décisions d'achats inconscientes et instinctives des consommateurs Il présente de nouvelles approches pour le marketing et la communication en intégrant l'influence sur le comportement des consommateurs des marques sensorielles des nudges de l'émergence d'une conscience collective manant des réseaux sociaux S'interdisant tout prosélytisme il contribue à améliorer la qualité du marketing et de la communication il permet aussi chaque client de faire des achats raisonnés en le sensibilisant aux artifices utilisés pour le séduire *The Neuro-Consumer* Anne-Sophie

Bayle-Tourtoulou, Michel Badoc, 2020-04-24 Neuroscientific research shows that the great majority of purchase decisions are irrational and driven by subconscious mechanisms in our brains This is hugely disruptive to the rational logical arguments of traditional communication and marketing practices and we are just starting to understand how organizations must adapt their strategies This book explains the subconscious behavior of the neuro consumer and shows how major international companies are using these findings to cast light on their own consumers behavior Written in plain English for business and management readers with no scientific background it focuses on how to adapt marketing and communication to the subconscious and irrational behaviors of consumers the direct influence of the primary senses sight hearing smell taste touch on purchasing decisions and the perception of communications by customers brains implications for innovation packaging price retail environments and advertising the use of nudges and artifices to increase marketing and communication efficiency by making them neuro compatible with the brain's subconscious expectations the influence of social media and communities on consumers decisions when collective conscience is gradually replacing individual conscience and recommendation becomes more important than communication and the ethical limits and considerations that organizations must heed when following these principles Authored by two globally recognized leaders in business and neuroscience this book is an essential companion to marketers and brand strategists interested in neuroscience and vital reading for any advanced student or researcher in this area *Proceedings of the 14th European Conference on Knowledge Management* Brigita Janiūnaitė, Asta

Pundziene, Monika Petraite, 2013-01-09 The University of Jyväskylä is proud to welcome the 12th edition of the European Conference in Cyber Warfare to Jyväskylä We intend to make this event as enjoyable as possible both on scientific and human aspects As in previous years ECCWS will address elements of both theory and practice of all aspects of Information Warfare and Security and offers an opportunity for academics practitioners and consultants involved in these areas to come together and exchange ideas We also wish to attract operational papers dealing with the critical issue that the modern world has to face regarding the evolution of cyberwarfare capabilities development by nation states The programme for the event promises an extensive range of peer reviewed papers networking opportunities and presentations from leaders in the field

L'atlas du management David Autissier, Fabienne Boudier, Faouzi Bensebaa, 2012-04-20 D CIDEURS MANAGERS

CONSULTANTS ENSEIGNANTS TUDIANTS dans un environnement conomique en perp tuelle mutation comment faire le point rapidement sur les principales tendances retenir Comment tre au fait des meilleures pratiques en vigueur dans les entreprises Comment ma triser les principales innovations l oeuvre dans les diff rents champs de la gestion et du management Organisme en 5 th matiques ce recueil des meilleures id es pratiques et techniques r pond 5 questions fondamentales pour les managers les dirigeants de grandes et petites entreprises les gestionnaires et tous ceux qui suivent des formations en commerce gestion et conomie Les volutions du monde et de l conomie Quelles sont les volutions mondiales qui modifient la gestion et le fonctionnement des entreprises Les strat gies innovantes des entreprises Quelles sont les strat gies gagnantes et les entreprises qui r ussissent Les techniques de gestion Quelles sont les techniques de gestion utilis es par les entreprises Le management des hommes Comment volue le management des femmes et des hommes L actualit du monde des affaires Quels sont les livres sites et personnes marquantes du monde de l conomie et de la gestion Avec L ATLAS DU MANAGEMENT vous disposez d une synth se de tout ce qu il est important de conna tre et ma triser aujourd hui pour tre au top de vos comp tences et progresser dans votre environnement professionnel

Le guide du category management

Cristina Lopes, 2011-07-07 Comment laborer une politique commerciale et marketing diff rente selon les cat gories de produits Comment structurer pertinemment l offre pour r pondre au mieux aux besoins du client et se d marquer destination la fois des distributeurs qui doivent redoubler d efforts pour se diff rencier face des consommateurs de plus en plus exigeants et des industriels oblig s de valoriser leur offre pour ne pas voir leur produits d r f renc s ce guide permet de comprendre ce qu est le category management et propose une m thodologie pour le mettre en pratique Un sujet au coeur de toutes les strat gies Un ouvrage vivant avec des techniques prouv es et des exemples concrets Un auteur reconnu comme un expert du category management Le category management est une sorte de monstre du Loch Ness du marketing en France Tout le monde en parle personne ne l a vraiment vu tout le monde croit en faire et personne n en conna t vraiment la d finition Richard Caillat Pr sident de HighCo En s attaquant au category management Cristina Lopes pr sente une m thodologie rigoureuse et pragmatique pour tudier un des sujets les plus importants de notre secteur Jean Charles Naouri PDG Groupe Casino

Manager la g nration Y avec les neurosciences Alan Fustec, Dominique Sappey-Marinier, 2011-07-01 Faire de la g nration Y une richesse pour l entreprise L int gration en entreprise de collaborateurs appartenant la g nration Y personnes n es entre 1978 et 1994 s av re difficile et d sorient e les managers Les jeunes professionnels sont ainsi tr s souvent d crits comme peu travailleurs peu soucieux de la hi rarchie individualistes et sans attachement l gard de l entreprise etc Si tel est le cas s il s agit d une g nration perdue pour le travail alors le ph nom ne Y constitue un d fi majeur pour les entreprises qui emploieront selon l Insee 40% d Y dans 5 ans Comment mieux comprendre les Y pour accro tre leur motivation Comment d velopper leur savoir tre par une formation adapt e Comment am liorer leur encadrement pour renforcer leur attachement l entreprise Pour r pondre ces questions le pr sent ouvrage propose une lecture approfondie des comportements de la jeune g

n ration et une méthodologie pour mieux les intégrer dans l'entreprise. Plutôt que de proposer des solutions toutes faites face des stéréotypes, ce livre invite tout d'abord un voyage au cœur des neurosciences et propose ensuite des méthodes scientifiques pour Manager les Y. Organiser l'entreprise en tenant compte des évolutions socio-culturelles. Mesurer la performance économique du capital humain. Il en résulte une proposition de management général de l'entreprise en rupture avec les standards actuels. Les auteurs concluent notamment que l'entreprise Y doit avoir une organisation biologique et non mécaniste permettant de réserver une large place au concept de responsabilité sociale.

Les 7 clés du marketing durable Elizabeth Pastore-Reiss, 2012-02-09 Le développement durable a profondément bouleversé le contexte des entreprises. Firmes internationales et PME doivent désormais intégrer ce changement. Comment dès lors assurer la pérennité de l'entreprise ? Comment réinventer le marketing en l'inscrivant dans une perspective de long terme ? Comment trouver les bons leviers et rendre le marketing durable désirable ? Fruit de dix années d'expérience dans l'accompagnement des entreprises dans la laboration de leur stratégie de développement durable, ce guide pratique répondra aux questions que se posent entrepreneurs et services marketing. Transformer l'essai du marketing durable dans son offre, réduire ses impacts tout en créant de la valeur, faire du développement durable un levier d'innovation de solutions d'avenir et impulser le changement, oui, c'est nécessaire, joyeux et passionnant. S'appuyant sur de nombreux cas d'entreprises qui ont réussi dans cette voie, l'auteure fait ressortir 7 clés de succès et plus de 50 initiatives inspirantes pour mettre en place une façon efficace de vendre des produits et des services plus durables pour tous.

Ré-inventer les marques Jean-Noël Kapferer, 2013-01-03 Le diagnostic de l'expert français des marques. Au moment où chacun s'interroge sur la Marque France, sur notre industrie, sur nos marques, sur les délocalisations, il est important d'analyser les causes profondes de cette situation. Un certain management des marques n'a-t-il pas valu ? En tous cas, il n'a pas empêché l'ascension des marques de distributeur. Mais en même temps, la marque se diffuse dans toutes les sphères de notre vie publique comme privée. On peut parler de tout, marque. Contradiction. Ou bien, est-ce la notion même de marque qui a changé ? Il faut alors revoir toutes nos méthodes, nos visions. Fort de son expérience de consultant dans tous les secteurs de notre économie et de sa vision mondiale, l'auteur apporte une analyse sans concession sur la situation présente et ses causes. S'appuyant sur de nombreux exemples, il propose des voies et des méthodes nouvelles pour construire des marques plus fortes. En premier lieu pour la Marque France.

Le neuromarketing en 7 réponses Stefano Calicchio, 2020-05-16 Ce livre a été écrit pour donner des réponses simples, pratiques et efficaces aux principales questions concernant le neuro marketing et ses influences dans la branche de la neuro économie. L'objectif est de permettre au lecteur de bien comprendre le sujet en utilisant un texte suffisamment court pour terminer la lecture en profitant des nombreux moments d'attente et de blocage de la journée. Parmi les sujets qui y sont abordés, vous pouvez vous renseigner ce qu'est le neuromarketing et comment il est, comment fonctionne le neuromarketing et sur quels leviers il agit, quels sont les éléments clés d'une campagne de neuromarketing, comment créer un message promotionnel dirigé vers le cerveau primitif, comment le

neuromarketing peut être utilisé les règles de base de la discipline les aspects éthiques et professionnels de l'utilisation du neuromarketing En lisant le guide vous trouverez les informations nécessaires pour comprendre le fonctionnement du neuromarketing le travail normalement effectué par un expert dans ce domaine et les résultats qui peuvent être obtenus Tout cela se fait grâce à un programme de 7 réponses conçu pour permettre au lecteur d'acquiescer rapidement un bon niveau d'expertise sur le sujet favorisant ainsi des conversations efficaces avec les fournisseurs les collègues et les supérieurs

TECHNOLOGIE PERSUASIVE Diego Rodrigues, 2025-02-04 Dans un monde où la technologie influence les comportements de manière de plus en plus sophistiquée comprendre les mécanismes derrière la persuasion numérique est devenu essentiel pour les professionnels les chercheurs et toute personne interagissant avec l'environnement numérique

TECHNOLOGIE PERSUASIVE Des Fondements aux Applications Pratiques écrit par Diego Rodrigues est un guide incontournable pour comprendre comment la technologie façonne les décisions les habitudes et les perceptions Ce livre propose une approche théorique et pratique des principes de la persuasion numérique explorant aussi bien les fondements psychologiques et les modèles classiques d'influence que l'application d'algorithmes avancés d'intelligence artificielle et de design persuasif sur les plateformes numériques Grâce à une analyse approfondie l'auteur examine l'impact de l'économie de l'attention des réseaux sociaux du neuromarketing et de la gamification sur le comportement humain révélant les stratégies utilisées par les entreprises pour capter et retenir l'attention des utilisateurs En plus d'examiner les défis éthiques et les risques de la manipulation numérique cet ouvrage présente des méthodes efficaces pour reconnaître et se protéger contre les influences cachées préservant ainsi la vie privée et l'autonomie libre de l'hyperconnexion Il explore également le rôle de la technologie persuasive dans des domaines tels que l'éducation la santé la politique et le marketing numérique ainsi que les défis émergents liés à l'essor de l'IA générative et aux interfaces cerveau-machine Si vous souhaitez comprendre comment la technologie influence les décisions et comment vous en protéger ou appliquer ces concepts de manière éthique ce livre est l'outil idéal pour naviguer dans l'univers numérique avec conscience et stratégie

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