

**SEDUCING THE SUBCONSCIOUS: THE PSYCHOLOGY OF
EMOTIONAL INFLUENCE IN ADVERTISING**

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Seducing the Subconscious (eBook) by Robert Heath (Author)

We have a love-hate relationship with advertising. Adverts serve a purpose - they keep us in touch with new products and ideas, and at their best, ingenious.

Robert Heath - Google Scholar Citations

Robert Heath uses approaches from experimental psychology and cognitive neuroscience to outline his theory of the subconscious influence of advertising in its.

Seducing the Subconscious (eBook) by Robert Heath (Author)

Seducing the Subconscious: The Psychology of Emotional Influence in Advertising. Front Cover · Robert Heath. John Wiley & Sons, Apr 9, - Psychology.

Seducing the Subconscious - Robert Heath - Bok () | Bokus

Isabelle Szmigin examines how billboards and commercials lure us into buying certain products.

Seducing the Subconscious | Wiley Online Books

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(I remain a big fan of Robert Heath, and highly recommend his new book, *Seducing the Subconscious: The Psychology of Emotional Influence*.

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However, the journey Heath takes us on to show how advertising can work is both Journal of Advertising Research 49 1, Bloggat om *Seducing the Subconscious*.

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