

Resource Summary Report

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Neuromarca

RRID:SCR_006236

Type: Tool

Proper Citation

Neuromarca (RRID:SCR_006236)

Resource Information

URL: <http://neuromarca.com/>

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Description: A blog about neuromarketing, a research methodology born of the fusion of neuroscience and research techniques of conventional marketing in Spanish by Sergio Monge. If you want to read it in English, Google translate does a good job. A good way to learn about practical applications of neuroscience to a field with little exposure in conventional neuroscience academia. The neuromarketing is a branch of market research that uses biometric measurement systems in their studies (EEG, MRI, galvanic skin response, eye-tracking, heart rate ...). One of the most significant differences with conventional research neuromarketing is not content with the verbal statements of the subjects, but aims to go further, unraveling the effect of the unconscious and emotions in decision-making. The author of Neuromarca is Sergio Monge, Degree in Advertising and Public Relations and PhD in Audiovisual Communication and Advertising from the University of the Basque Country / Euskal Herriko Unibertsitatea. Sergio has experience in the field of Corporate Communications and is familiar with the blogosphere and the Internet communication environment. He currently teaches full time for the UPV / EHU and offers some services such as communications and marketing consultant. The interest of the author of this blog by neuroscience and neuromarketing longstanding but his attendance Neuro Connections conference, held from 5 to 7 febreo 2009 in Krakow (Poland), is the main reason he began writing Neuromarca. The intention is that Neuromarca is a repository of articles in Spanish about neuromarketing, so that could be a reference to the Hispanic blogosphere in this emerging discipline.

Abbreviations: Neuromarca

Synonyms: Neuromarca - Blog de Neuromarketing

Resource Type: blog, data or information resource, narrative resource

Keywords: neuroscience, neuromarketing, spanish, market research, biometric measurement system, eeg, mri, galvanic skin response, eye-tracking, heart rate

Resource Name: Neuromarca

Resource ID: SCR_006236

Alternate IDs: nlx_151808

Record Creation Time: 20220129T080235+0000

Record Last Update: 20260821T193744+0000

Ratings and Alerts

No rating or validation information has been found for Neuromarca.

No alerts have been found for Neuromarca.

Data and Source Information

Source: [SciCrunch Registry](#)

Usage and Citation Metrics

We have not found any literature mentions for this resource.