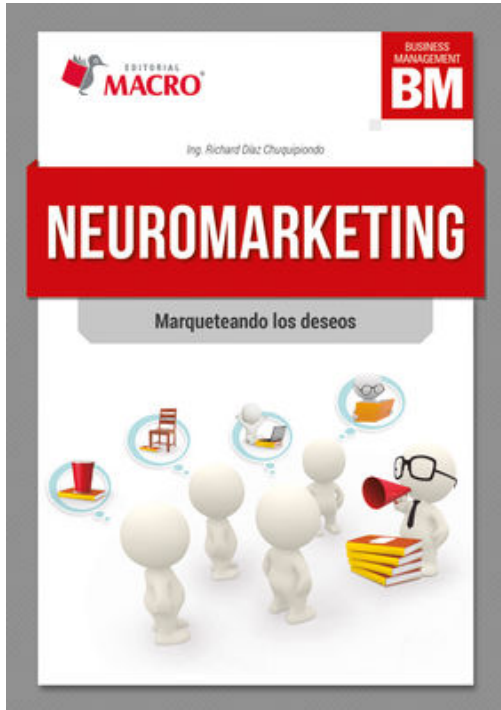


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El objetivo principal del libro es servir de guía y orientación en la predicción de la conducta del consumidor, a través de la aplicación de técnicas provenientes de las neurociencias. En este sentido, el neuromarketing provee las herramientas necesarias para comprender la mentalidad del consumidor y saber qué productos responden a sus deseos, así como la conducta que debe adoptar el vendedor para cerrar satisfactoriamente una venta. El presente libro se encuentra dirigido a pequeños empresarios, emprendedores, ejecutivos y estudiantes universitarios interesados en conocer la mentalidad del cliente. Esta obra está dirigida a profesionales de las carreras de Finanzas, Contabilidad y afines.

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