



# Consumer Neuroscience: Ein transdisziplinäres Lehrbuch (German Edition)

*Peter Kenning*

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## **Consumer Neuroscience: Ein transdisziplinäres Lehrbuch (German Edition)** Peter Kenning

Das junge Fachgebiet der Consumer Neuroscience verfolgt die Idee, neurowissenschaftliche Methoden, Theorien und Erkenntnisse in die Konsumenten- und Käuferverhaltensforschung zu integrieren. Damit sollen traditionelle verhaltenswissenschaftliche Ansätze ergänzt und neue Kenntnisse gewonnen werden. Das vorliegende Lehrbuch stellt vor diesem Hintergrund den aktuellen Stand der Consumer Neuroscience in leicht verständlicher Form dar. Zielgruppe des Buches sind Studierende, Nachwuchswissenschaftler aber auch interessierte Praktiker. Ihnen soll das Buch einen Einstieg in die Thematik sowie einen Überblick über die aktuellen Entwicklungen und Themengebiete geben.

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