

ILLUMINATIONS



TOPICAL COMMENTARIES FROM NATIONAL ANALYSTS WORLDWIDE

Neuromarketing Research: A Choppy Ride on the Brain Waves

By Michael Polster, PhD

If feature articles in the *Wall Street Journal* and *Financial Times* are any indication, one might be tempted to conclude that neuromarketing is well on its way to becoming a standard implement in the market research toolkit. Neuromarketing aims to identify neural correlates of reactions to advertising and, ultimately, purchase decisions. Indeed, some organizations now tout “neurally-based insights,” alleged to offer a window into subconscious processes that influence behavior.

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