

Decoding The Irrational Consumer How To Commission Run And Generate Insights From Neuromarketing Research Marketing Science

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Ideasthesia Wikipedia

January 13th, 2019 - Ideasthesia alternative spelling ideaesthesia is defined as a phenomenon in which activations of concepts induces evoke perception like experiences concurrently The name comes from the Ancient Greek $\acute{\alpha}\iota\sigma\theta\acute{\eta}\sigma\iota\varsigma$ $\acute{\alpha}\iota\sigma\theta\acute{\eta}\sigma\iota\varsigma$ and $\acute{\alpha}\iota\sigma\theta\acute{\eta}\sigma\iota\varsigma$, $\acute{\alpha}\iota\sigma\theta\acute{\eta}\sigma\iota\varsigma$ meaning sensing concepts or sensing ideas The main reason for introducing the notion of ideasthesia was the problems with synesthesia

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