Abstract

Recently, neuroscientists are considering neurobusiness as a mind of the market. A literature survey has been conducted that involves the nature of neurons and communication among themselves. A model based upon cognitive effects of brain for efficient neurobusiness is discussed with the motive to think in a way to help for improving human understanding along with the enhancement of brain intelligence for producing efficient and effective results. The concept of neuroscience, management and engineering based upon neurobusiness may significantly improve the growth of work integration in different domains. The main focus of neurobusiness is to improve the branding, and to develop the individual or unique level of thinking leading to innovative practices in the modern marketing trends. In addition, this concept also provides the best option to choose any newly launched market product through neuromarketing. Consequently, it helps to make customers’ search easy for the selection of brand of their choice during shopping.

References

Index Terms

Computer Science  Applied Sciences

Keywords