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Seducing the Subconscious: The Psychology of Emotional Influence in Advertising. By Robert Heath. John Wiley & Sons, 264pp, £19.99. ISBN 9780470974889

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Robert Heath uses approaches from experimental psychology and cognitive neuroscience to outline his theory of the subconscious influence of advertising in its audience's lives. In addition to looking at ads influence on consumers, Heath also addresses how advertising is evolving, noting especially the ethical implications of its development.

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