



Seducing the Subconscious: The Psychology of Emotional Influence in Advertising

Robert Heath

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Our relationship with ads: it's complicated

A must-read for anyone intrigued by the role and influence of the ad world, *Seducing the Subconscious* explores the complexities of our relationship to advertising. 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. Supported by current research, *Seducing the Subconscious* shows us just how strange and complicated our relationship is with the ads we see every day.

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