

FEBRUARY 04, 2015

Statement of Accomplishment

WITH DISTINCTION

MADS SONNE BREMHOLM

HAS SUCCESSFULLY COMPLETED THE COPENHAGEN BUSINESS SCHOOL'S ONLINE OFFERING OF



An Introduction to Consumer Neuroscience & Neuromarketing

This course will introduce you to the field of consumer neuroscience and neuromarketing. It will go through concepts of the human brain and the consumer mind, how it is studied, and how this can be applied in commercial and societal understandings of consumer behaviour.

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