

**Neurophysiologic basis for the decision making and choice —
Perspectives for neuronmarketing**

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Recent advances in brain imaging techniques give neuroscientists the possibility to study the activation, localization and temporal dynamics of neuronal brain activity directly and with unprecedented precision. The use of these technologies found numerous applications in medicine, social sciences, in the sphere of economics and financing (*neuroeconomics*, *neurofinancing*), and in the last few years — in marketing research (*neuronmarketing*, NM). All these scientific disciplines share the same main subject of interest — study of human choice and decision making. Fast growth of application of brain imaging techniques in marketing research results in the growth of controversial arguments about NM not only in the mass media but also in the neuroscientific literature. In the present paper we argue that NM research goes beyond exclusively commercial usage and is important for development and direct testing of many concepts and theories in the field of economics, marketing, and neuroscience.