**FURTHER READING**

A paper by Y.-P. Chen, L. Nelson and M. Hsu (2015) From ‘where’ to ‘what’: Distributed representations of brand associations in the human brain, *Journal of Marketing Research*, *52* (4): 453–66, is a fascinating read and represents an important advance in the application of neuro-scientific methods to consumer research, moving from work focused on cataloguing brain regions associated with marketing stimuli to testing and refining constructs central to theories of consumer behaviour.

*Contemporary Theories of Learning: Learning Theorists . . . In Their Own Words*, edited by Knud Illeris (Abingdon: Routledge, 2009), is a useful book of essays in which leading learning theorists explain their ideas. If you are interested in learning about how people learn, this book provides an excellent overview.

*Soap, Sex and Cigarettes: A Cultural History of American Advertising*, by Juliann Sivulka (Boston, MA: Wadsworth Publishing Inc., 2011), provides an entertaining view of how advertising has both created and been created by American society. The book shows how advertising has helped Americans learn how to be American – and, of course, the same processes have gone on in other countries.

*Human Memory: Theory and Practice*, by Alan Baddeley (Hove: Psychology Press, 1997), is about the mechanisms of memory. It covers the interconnectedness of learning, knowledge and memory, and explores three different types of memory.

*Advertising and the Mind of the Consumer: What Works, What Doesn’t, and Why*, by Max Sutherland (London: Kogan Page, 2000), explains how exposure to advertising builds up in people’s memories. The author uses a lot of anecdotes and real-life examples, as well as an entertaining writing style to get the point across.