

1. [TEDx talk link](#) on the usage of neuroscience in content assessment
  
2. [An Ethics survey](#) we've been running for quite a while now that speaks to the topics discussed (would you want a neural implant in your brain?, what are your thoughts on dream recording?, etc.). If anyone wants to take this and put their email we can send them a report that has *their* results compared to the *average* population
  
3. **Memory:** [Link](#) to my two colleagues, Lars Hall and Petter Johansson's lab, where you can find numerous papers/clips about their 'Choice Blindness' experiments.
  
4. **Sensory Addition:** [Link](#) to an article by a colleague of mine, explaining how the idea of 'feeling the market' works.
  
5. **Dreams:** Links to a talk about dream engineering ([see link](#)), to an academic work about it ([see link](#)), and to an example of the technology that can be used to do it ([see link](#)).
  
6. Books about the topics of "consumer neuroscience":
  - [Consumer Neuroscience](#) (foreword by Phil Kotler)
  - Chapter in [Kellogg on Branding in a Hyper-Connected World](#)
  
7. Academic papers related to using neuroscience in business
  - [A Ticket for Your Thoughts: Method for Predicting Content Recall and Sales Using Neural Similarity of Moviegoers](#)
  - [Trust the Polls? Neural and Recall Responses Provide Alternative Predictors of Political Outcomes](#)
  - [Founder passion, neural engagement and informal investor interest in startup pitches: An fMRI study!](#)