

Press Release

Source: NeuroFocus, Inc.

NeuroFocus Announces Dr. Gerald Zaltman Has Joined Its Advisory Board

Tuesday October 7, 8:00 am ET

Renowned Harvard Business School Professor, Author And Marketing Consultant Brings Top Consumer Research Expertise To World's Leading Neurological Testing Company

BERKELEY, Calif., Oct. 7 /PRNewswire/ -- NeuroFocus, Inc., the world's leading company in the field of neurological testing, announced that Dr. Gerald Zaltman, Ph.D. has joined the firm's Advisory Board.

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Dr. Zaltman is the Joseph C. Wilson Professor of Business Administration Emeritus at the Harvard Business School. He served as a member of the University's Mind, Brain, and Behavior Interfaculty Initiative; and was also Co-Director of The Mind of the Market Laboratory at the Business School. He is a founding partner of Olson Zaltman Associates.

"Having a distinguished leader like Dr. Zaltman joining our Advisory Board is both an honor and a reaffirmation of our commitment to being the leader ourselves in the global neurological testing field," said Dr. A. K. Pradeep, Chief Executive Officer of NeuroFocus.

In addition to his academic career, which has been highlighted by numerous awards and other honors from leading industry organizations such as the American Marketing Association, Massachusetts Institute of Technology, and the Advertising Research Foundation,

Dr. Zaltman has also published several books on the subjects of marketing and consumer research. They include "How Customers Think: Essential Insights into the Mind of the Market", which ranked among the top five best-selling business books in North America and Europe; and his latest work, "Marketing Metaphoria: What Deep Metaphors Reveal about the Minds of Consumers".

Dr. Zaltman's knowledge and insights have been written about in The New York Times, Fortune, Forbes, Time, Fast Company and a number of other top periodicals. He is a past President of the Association for Consumer Research.

About NeuroFocus

NeuroFocus Inc. is the market leader in bringing neuroscience knowledge and expertise to the world of advertising, marketing, product development and packaging, and entertainment. The company leverages Doctorate-level academic credentials in neuroscience and marketing from Berkeley, MIT, Harvard, and the Hebrew University combined with C-suite level business management and consulting experience.

NeuroFocus clients include Fortune 100 companies across the consumer package goods, food and beverage, financial services, automotive, and retail sectors. Entertainment category clients include major companies in the broadcast and cable television and motion picture industries. The Nielsen Company is a strategic investor in NeuroFocus.

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