



El desarrollo de las ciudades desde la publicidad exterior y las neurociencias [

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Analítica

There are urban areas where the presence of outdoor advertising has been shaping particular esthetic that made that some authors claim that the history of advertising is linked to the city. Since the neuroarchitecture, mix between neuroscience and environmental psychology, shows that the design of architectural spaces influences on emotional states and the behavior of individuals. This work presents a literature review on outdoor advertising and Neuroscience with the purpose of providing communication solutions that improve the quality of the urban landscape and the effectiveness in the advertising investment of the brands

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