



René Riedl, Pierre-Majorique Léger

# Fundamentals of NeuroIS

Information Systems and the Brain

Series: Studies in Neuroscience, Psychology and Behavioral Economics

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- Written by experts in the field

This authored volume presents the fundamentals of NeuroIS, which is an emerging subfield within the Information Systems discipline that makes use of neuroscience and neurophysiological tools and knowledge to better understand the development, use, and impact of information and communication technologies. This book is an initial guide to this new research domain. The target audience primarily comprises PhD students and researchers, but the book may also be beneficial for graduate students and practitioners.

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