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# Book review: *Brands and the Brain: How to Use Neuroscience to Create Impactful Brands*

Edited by *Arvind Sahay*  
Penguin Random House India Pvt Ltd (India)  
2022  
304 pages (trade paperback)  
ISBN-10: 9354924395  
ISBN-13: 978-9354924392  
**Review DOI** [10.1108/RAMJ-07-2025-351](https://doi.org/10.1108/RAMJ-07-2025-351)

As brands line up in a sea of unfamiliar faces lining the streets as well as online, the key question comes back to what really makes a brand stick in people's minds. For marketers, *Brands and the Brain: How to Use Neuroscience to Create Impactful Brands* offers a new perspective on branding and neuroscience written by Prof. Arvind Sahay from IIM Ahmedabad Business Books. In *The Brand Gap*, the author delves into how the brain works with each branding element and gives the reader a new toolkit for building strong and emotionally resonant brands. The review shall describe the strong points of the book, noting some relevance areas, strengths and possible improvement areas for this new book.

**Citation and price:** The book comes out in both hardcover and digital formats, providing it for different intentions. Not one of the inexpensive books on the market, the price seems to be quite reasonably (295 Rs) justified given the depth of insight and practice involved in it for the serious reader wanting to delve into deeper understandings of branding.

**Analysis:** Beneath this book lies an interesting analysis of how human brains respond to sensory inputs like visuals, sounds or other brand-related stimuli. The book marries up well scientific research with the kind of practical advice on how brands can recreate those feelings in the minute detail. Bringing in real-life examples of some of the world-class brands, such as Apple and Nike, the book clearly puts forward an argument that when there is sensory experience at play, brands win. It is remarkable how this blend of science and actionable tips leaves the readers armed with so many ideas to apply in their own branding efforts.

**Significance:** What really stands out is the book's focus on emotion-driven branding. In today's markets, logic alone will not win a customer's loyalty. The author makes a serious case for using neuroscience in emotional connections between the brand and the consumer, with emotions being what most often decides consumers to make purchasing decisions. This is a brand game-changer for businesses looking to make not only the product but also a brand people remember and trust. If marketers gain insight into how the brain works, they can design more meaningful messages and experiences.

**Relevance:** This book could not be more timely in today's fast-paced business environment, when even the best of consumers are surrounded by more information than they possibly can consume or think about. It cuts through the noise, really, as *Brands and the Brain* indicates how knowledge of what psychologists refer to as "triggers" means standing apart in a confounded marketplace. Whether the task at hand is how to craft a large-scale marketing campaign or tweak small business branding, the information here will prove invaluable.

**Intended readership:** This book speaks directly to marketing professionals, brand strategists and business leaders seeking a competitive edge in the branding world. It is also very useful for



students and academics interested in exploring that fascinating nexus between neuroscience and marketing, with language clear and accessible even to those who may not have much of a background in neuroscience or psychology.

Sources and methodology: The author makes use of a very comprehensive range of sources available to him, including scientific studies, industry reports and thoroughly documented case studies. This gives him a strong foundation to base the claims made in the book on solid evidence. Methodology-wise, it is stiff—mixing theory with practical examples to give a well-balanced view of how neuroscience can influence branding. The readers can enjoy knowing how much research has been put into the book, while at the same time benefiting from its practical applications.

Critical acclaim: Although the book is indeed filled with some really very useful information, there are a few areas that do not seem to necessarily resonate all too well for readers. In other words, in some sections, it is too scientific and almost packed with jargon that would not particularly go down well for readers without a background in neuroscience. Where there are many case studies involved and big brand names, it is rather hard to gauge the idea of how small companies or startups can apply these lessons.

On a different note, it would have been great to focus a bit more on how small- or mid-sized businesses can apply these strategies.

Recommendation: Overall, *Brands and the Brain* is an excellent resource for anyone involved in branding and marketing. A fascinating combination of science and practical advice—therefore, a must-read for those who want to build such brands that make long-lasting impacts. I would recommend this book especially to marketing professionals who are ready to elevate the branding strategies by tapping the power of neuroscience. Fresh and innovative, it takes branding to a level sure to evoke creative thinking.

Conclusion: *Brands and the Brain* is, at once, an eye-opener to anyone interested in knowing how consumers think and behave when interacting with brands—its unique blend of neuroscience with real-world branding strategy offers a fresh view about what makes a brand really work. Using science, this book supplies readers with actionable insight that helps to create attention-grabbing brands that place a deep, meaningful connection with consumers. Any reader aiming to stand atop game-changing strategies in branding will love this book.

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