

New Book Reveals Brain-Based Method to Make Brands Unforgettable, Based on Neuroscience

Brand strategist Rande Vick unveils a bold new framework that blends neuroscience, storytelling, and strategy - designed to help businesses break through the noise and build truly unforgettable brands.



Los Angeles, California May 1, 2025 ([IssueWire.com](https://www.issuewire.com)) - In a world saturated with “authentic” content and copycat design, strategist Rande Vick isn’t holding back. His new book, *NeuroBranding: The Brain-Based Method to Make Your Brand Unforgettable*, launches today with a bold promise: most branding doesn’t fail because it’s bad—it fails because it’s forgettable.

Drawing on groundbreaking neuroscience and real-world brand strategy, *NeuroBranding* introduces a method that combines immersive experiences, subconscious triggers, and narrative design to create brands that actually stick in the human brain.

“We’re taught to fight for attention,” says Vick. “But attention fades. Memory sells.”

Inspired by the work of neuroscientists like Dr. Paul Zak and cognitive researchers like Uri Hasson, NeuroBranding explains how trust, immersion, and story can wire your brand into long-term memory—where real loyalty lives.

Key insights include:

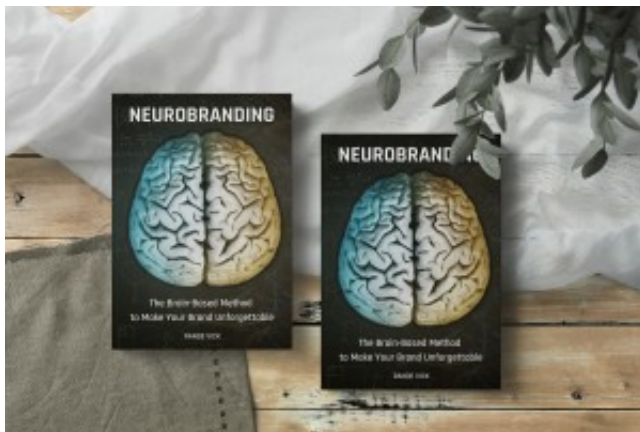
- Why most marketing tactics ignore how memory and emotion actually work
- How to build subconscious associations through brand touchpoints
- Why storytelling is more than content—it's a neurobiological event

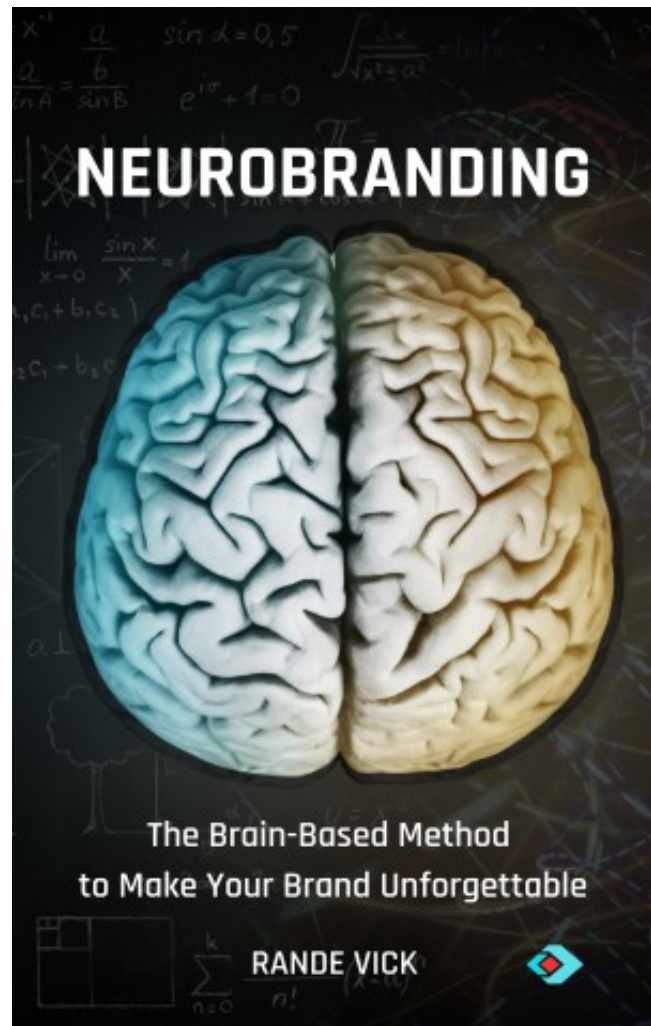
Vick, founder of the California-based Vick Agency, has helped brands in industries from professional services to musical instruments stand out through bold, story-first strategies. With NeuroBranding, he's codified the framework into a practical system for business leaders, creatives, and marketers alike.

The book is available now on [Amazon](https://www.amazon.com/NeuroBranding-Rande-Vick) in Kindle and paperback formats.

About the Author

Rande Vick is the creator of the NeuroBrand Method™ and founder of Vick Agency, a boutique consultancy that blends strategy, storytelling, and brain science to help brands cut through noise and build emotional resonance. He is a speaker, strategist, and former recording artist with two decades of experience in branding and creative industries.





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